

SUKMIN NOAH LEE

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SUMMARY

Dedicated to exploring the intersection of art and technology, with a passion for storytelling through media arts. Continuously expanding skills in design and multimedia tools, including Blender, Adobe Suite, Unity, and Unreal, complemented by a deep appreciation for cinematic and animated storytelling

Portfolio: [Link to Portfolio](#)

EDUCATION

08/2020 – Present	NYU Tisch School of the Arts Bachelor of Fine Arts in Interactive Media Arts (IMA) <ul style="list-style-type: none">Overall G.P.A. 3.0 / 4.0Concentration G.P.A. 3.2	New York, NY
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EXPERIENCE

02/2025 – Present	Washington Square News, Multimedia Team Photographer/Graphic Designer <ul style="list-style-type: none">Captured high-quality images for news stories, feature articles, and campus events, ensuring engaging and visually compelling storytellingCollaborated with editors and reporters to develop visual concepts that enhanced article narratives	New York, NY
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06/2021 – Present	Bookuk T&C Co., Website Management & Marketing Planning Intern <ul style="list-style-type: none">Developed marketing strategies to enhance brand visibility and audience engagementSupported website updates, maintenance, and UX design improvements to ensure a seamless and user-friendly experienceConducted in-depth market research and analysis, providing insights to refine campaign strategies and improve website performance	Seoul, South Korea
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07/2022 – Present	Artisan Spirit Every Day, Website Management & UX Design Intern <ul style="list-style-type: none">Enhanced website performance and UX design, including optimizing the online store layout to create a more seamless and engaging shopping experience for improved customer satisfactionCollaborated with internal teams to align marketing initiatives and website with company objectives	Seoul, South Korea
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09/2024 – 12/2024	Reimagined BK, Social Media & Marketing Intern <ul style="list-style-type: none">Managed the company website ensuring visually appealing product descriptions, event promotions, and brand storytellingAmplified brand visibility by creating compelling social media content that highlighted Reimagined BK's eclectic mix of vintage and new fashion, engaging the Prospect Heights communityAssisted in executing marketing campaigns and online promotions, contributing to content development	New York, NY
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06/2024 – 07/2024	EnhanceB, Student Intern <ul style="list-style-type: none">Designed 3D models for the launch of a new skincare brand and assisted in shaping online marketing strategies to enhance the digital presence of EnhanceB's cosmetics brandsAcquired hands-on experience in the operational and logistical aspects of running a design company	Seoul, South Korea
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PROJECTS

11/2023 – 03/2024	Virtual Synesthesia Challenge, NYC Media Lab, Project Participant <ul style="list-style-type: none">Collaboratively engaged in the NYC Media Lab's Virtual Synesthesia Challenge, a joint initiative with CHANEL's Global Innovation Practice, combining creativity and technology with a team of peersSpearheaded the creation of an educational resource video by conducting a comprehensive interview with our IMA professor, showcasing the ability to bridge academic insights with practical applicationsOrchestrated the design and development of a visually compelling poster, effectively communicating the essence of the project and enhancing its visibility among target audiences	New York, NY
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04/2020 – 03/2023	Star Wars Naver Café, Manager & Translation Inspector <ul style="list-style-type: none">Served as a leadership team member for Star Wars Naver Cafe, one of Korea's largest online film communities, overseeing community engagement and initiativesCoordinated a collaborative campaign with Naver (Korea's largest search engine) to drive fan engagement and charitable contributionsManaged the localization of Star Wars actor Anthony Daniels' memoir "I Am C-3PO: The Inside Story"	Seoul, South Korea
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SKILLS & INTERESTS

- Creative & Design Skills: Graphic Design, 3D Modeling, Photography, UX Design
- Digital & Technological Skills: Social Media Management, Playtesting, Event Hosting
- Software & Tools Proficiency: Adobe Illustrator, Photoshop, Premiere Pro, After Effects, Figma; Blender, Unreal Engine, Unity; P5.js, Visual Studio Code; Microsoft Office