

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 **New York University** New York, NY
– Present Bachelor of Fine Arts in Interactive Media Arts (IMA)
• Overall G.P.A. 3.0 / 4.0 Concentration G.P.A. 3.2

EXPERIENCE

06/2021 **Bookuk T&C Co., Website Management & Marketing Planning Intern** Seoul, South Korea
– Present
• Developed marketing strategies to enhance brand visibility and audience engagement
• Supported website updates, maintenance, and UX design improvements to ensure a seamless and user-friendly experience
• Conducted in-depth market research and analysis, providing insights to refine campaign strategies and improve website performance

07/2022 **Artisan Spirit Every Day, Website Management & UX Design Intern** Seoul, South Korea
– Present
• Enhanced website performance and UX design, including optimizing the online store layout to create a more seamless and engaging shopping experience for improved customer satisfaction
• Collaborated with internal teams to align marketing initiatives and website with company objectives

09/2024 **Reimagined BK, Social Media & Marketing Intern** New York, NY
– 12/2024
• Managed the company website ensuring visually appealing product descriptions, event promotions, and brand storytelling
• Amplified brand visibility by creating compelling social media content that highlighted Reimagined BK's eclectic mix of vintage and new fashion, engaging the Prospect Heights community
• Assisted in executing marketing campaigns and online promotions, contributing to content development

06/2024 **EnhanceB, Student Intern** Seoul, South Korea
– 07/2024
• 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 brands
• Acquired hands-on experience in the operational and logistical aspects of running a design company

PROJECTS

11/2023 **Virtual Synesthesia Challenge, NYC Media Lab, Project Participant** New York, NY
– 03/2024
• 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 peers
• Spearheaded the creation of an educational resource video by conducting a comprehensive interview with our Interactive Media Arts (IMA) professor, showcasing the ability to bridge academic insights with practical applications
• Orchestrated the design and development of a visually compelling poster, effectively communicating the essence of the project and enhancing its visibility among target audiences

04/2020 **Star Wars Naver Café, Manager & Translation Inspector** Seoul, South Korea
– 03/2023
• Served as a leadership team member for Star Wars Naver Cafe, one of Korea's largest online film communities, overseeing community engagement and initiatives
• Coordinated the 'Thank You My Star' campaign, a collaboration between Naver (Korea's largest search engine) and Make-A-Wish (Star Wars Costume Volunteer Club), to drive fan engagement and charitable contributions
• Managed the localization of Star Wars actor Anthony Daniels' memoir "I Am C-3PO: The Inside Story"

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
- Personal Interests: Star Wars, Photography, Networking, Video Games, NBA, Jogging