Youna Lee

CREATIVE OPERATIONS & PROGRAM LEADER

youna@younaleecreative.co
Los Angeles, CA · Open to remote and hybrid
younaleecreative.co · linkedin.com/in/younalee
Authorized to work in the U.S.

AT A GLANCE

10+ yrs
creative production and operations

8–12
concurrent campaigns, up to 15 at peak

$1M–$1.8M
a year in creative programs managed

20–30
creatives hired and managed, plus 16+ interns

SKILLS & TOOLS

Creative operations and program management · intake and workflow design · scope, resourcing and budgets · vendor management · brand governance · risk and status reporting · creative direction and feedback · AI-assisted workflows

Asana · Productive · Frontify · Adobe Creative Suite · Figma · Microsoft 365 · Google Workspace · Slack

AI: Adobe Firefly · Midjourney · Weavy · ChatGPT · Claude

CERTIFICATIONS

Asana Foundations Skill Badge, Asana · 2026

Brand Management Certificate, eCornell · 2024

RECOGNITION

Anthem finalist, CAPIO EPIC, Drum Bronze, Library Journal Marketer of the Year · Sacramento Public Library · 2026

Halo Gold, Anthem Silver, GDUSA · Black Girls Code · 2025–26

Anthem Bronze, GDUSA · California CASA · 2024–25

Creative operations and program leader with 10+ years taking brand campaigns and identity programs from intake to launch. An ArtCenter-trained designer who builds the workflows, budgets and team rhythms that let creative ship on time and on brand, and hands-on with AI tools in creative workflows.

EXPERIENCE

Pastilla · Pasadena, CA
Jul 2020 – Present

Creative Manager (2023 – present) · Art Director (2020 – 2023)

- Run creative operations for $1M–$1.8M a year in programs, 8–12 concurrent projects (up to 15 at peak): intake, brief review, scoping, resourcing, schedules, budgets, reviews and QA through delivery.
- Clean Power Alliance: audited 139 past estimates and built a pricing matrix and 8-step request-to-kickoff workflow now used on every project. Over-budget jobs fell from about 1 in 3 to 1 in 5 while volume grew 2.5×.
- Led Sacramento Public Library's 2+ year brand transformation: 8 workstreams from research to identity, 3 sub-brands, signage and launch, core team of ~12. Drum Bronze, CAPIO EPIC.
- Scaled LA Rec & Parks' identity to 123 rec centers and 450 parks with Frontify guidelines, templates and training so in-house teams stay on brand.
- Staff and lead teams of 10–14 across design, illustration, photo and video; manage freelancers and production vendors; present creative and status to client leadership.
- Lead internal AI adoption: test new tools, decide where AI helps and where human judgment stays, train the team and advise leadership.
- Ran discovery with 230+ stakeholders for Black Girls Code's rebrand (Halo Gold, Anthem Silver) and 2,200+ residents for the City of Corona.

Meaningful Works · Los Angeles
Jul 2017 – Apr 2020

Art Director

- Primary client contact for 99 Cents Only Stores' 360° campaigns: planning, asset creation, QA and delivery, including a refresh rolled out across 350+ stores.
- Produced 9/9 Day 2018: led ~100 people placing 12,235 products into an 18,200 sq ft “99” at the Rose Bowl in under 24 hours. Guinness World Record, 238M impressions.

Freelance Graphic Designer
2014 – 2017

Packaging, advertising and e-commerce graphics for Ferroconcrete, PwC DS Experience Center and Gelcomm.

Creative Advisor (volunteer) · Casters Coffee
2020 – Present

Brand, merchandise and events for a nonprofit founded by people with lived experience of homelessness.

EDUCATION & SPEAKING

BFA, Graphic Design, ArtCenter College of Design · 2017 · Guest talk “Beyond the Brief,” ArtCenter · 2026