Younа Lee

CREATIVE OPERATIONS & PRODUCTION

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

BY THE NUMBERS

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

8–12
projects at once, up to 15 at peak

1 in 5
over-budget jobs, down from 1 in 3 after I rebuilt pricing and kickoff

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

SKILLS

Creative operations and program management · intake, scoping and estimating · resourcing, schedules and budgets · event, shoot and launch production · vendor and freelancer management · brand governance and guidelines · creative direction and feedback · AI-assisted workflows

TOOLS

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

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

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

Anthem Bronze, GDUSA · California CASA · 2024–25

Anthem Award · PlayLA · 2023

Creative operations and production leader with an art director's eye and 10+ years running brand and campaign programs from first brief to launch day. I build the intake, pricing and kickoff systems that keep many projects on time and on budget, produce events, shoots and launches, and lead creative teams on brand work at scale.

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 and 8–12 concurrent projects: intake, scoping, estimates, 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×.
- Sacramento Public Library: led the 2-year brand program across 8 workstreams with a core team of ~12 (19 with freelancers): identity, 3 sub-brands, signage and Frontify guidelines for 28 locations.
- PlayLA: produced naming, brand and launch, from the launch stage and wayfinding for 1,000+ kids to Metro train wraps; 90,000 kids reached in year one.
- Led creative on identity systems at scale: LA Rec & Parks (123 rec centers, 450 parks, with Frontify templates and training), Black Girls Code (shaped by 230+ voices) and the City of Corona (2,200+ residents in discovery).
- Lead AI adoption: test tools, decide where AI helps and where people review, and train the team. Cut video mockups from several days to one; now running a largely AI-driven production for a global tech brand at CES 2027.
- 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.

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 at the Rose Bowl: led ~100 people placing 12,235 products into an 18,200 sq ft "99" 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