RESUME

Deryck Vonn Lee

PUBLICATION DESIGN
BRANDING
ILLUSTRATION

Bushwick, Brooklyn,
New York, US
+001 (347) 268-2948

Web
mrderyckvonnlee.com

Email
mrderyckvonnlee@gmail.com

LinkedIn
/deryckvonnlee

Twitter/X
@deryckx

Education

The Cooper Union,
New York, NY,
Continuing Education
Publication Design
Instructor, Barbara Glauber

Louisiana Tech University,
Ruston, LA
Bachelor of Fine Arts,
Painting

Louisiana Tech University,
Ruston, LA
Bachelor of Fine Arts,
Graphic Design

Core Competencies
Art Direction
Attention to Detail
Brand Development
Brand Guidelines Development
Brand Management
Branding Strategies
Budgeting
Collaboration
Creativity
Customer Journey Mapping
Design for Deliverables
Graphic Design Experience
Hands-on Design
Minimalist Design Approach
On-site Photoshoot Direction
Photo Commissioning
Presentation Design
Project Management
Service Design
Social Media
Strategic Planning
Team Leader
Typography
UI/UX Design
Visual Design

Technical Snapshot
Adobe Creative Suite
- Illustrator
- InCopy
- InDesign
- Photoshop
- XD

Analog/Digital Photography
Canva
Figma
Google Workspace
Milanote
Slack
Trello
Wix/Editor X

Experienced Art Director with a solid background in digital and print design. Led design strategies and set cohesive visual standards at publications like Vogue and Vanity Fair. Worked on UI/UX for mobile and tablet platforms, boosting user interaction, and collaborated on branding and packaging projects with global brands. Now looking to bring my design expertise and creative approach to new challenges and industries.

Experience Highlights

Museum of Contemporary African Diasporan Art (MoCADA)

Design Director – CONTRACT (2021 – 2023)

- **Initiated and implemented** MoCADA's comprehensive brand guide, ensuring cohesive visual identity across exhibitions, public-facing campaigns, and digital platforms, all while aligning with the museum's mission and values.
- **Created and executed** impactful branding and promotional materials—including brochures, posters, and digital assets—ensuring cultural relevance and visual consistency across all touchpoints.
- **Collaborated closely with curator and marketing team** to lead social media and community outreach initiatives, producing designs that engaged diverse audiences and amplified the museum's presence

Vogue

Contributing Associate Art Director – CONTRACT (2012 – 2015)

... iOS and Android tablets and mobile devices — **UI/UX Design:** Enhanced user engagement through interactive videos, slide shows, scrolling content, interactive maps, and audio playlists while promoting brand standards
... Developed icon and navigation designs that facilitated seamless social sharing and shop-able merchandise experiences, ensuring consistency with visual standards.

Vanity Fair

Production – FREELANCE (2010 – 2012)

... iOS phones and tablets — **UI/UX Design:** Executed an intuitive navigation system and engaging shoppable content, leveraging traditional designs. **Traditional Design:** Collaborated on the redesign of print edition features and departments, incorporating commissioned still photography achieving a cohesive visual identity across print and digital platform..

FarmSteady / Brooklyn Brew Shop

Design Director – CONTRACT (2009 – Present)

- **Spearheaded the creative vision and concept** for various projects, leading the design of branded and co-branded packaging for global microbreweries, e-commerce platforms, department stores, and subscription box companies, ensuring alignment with brand identities and trends.
- **Partnered with marketing and development teams** to strategize and execute cohesive branding across campaigns, products, and user experiences on both print and digital platforms, incorporating service design principles to optimize user journeys, engagement, and conversion.
- **Supervised junior designers and interns**, providing creative direction for mobile marketing materials, in-house photography, and video content, maintaining high standards of quality and consistency.

Giant Magazine, *Art Director*
Trace Magazine, *Art Director*
George Magazine, *Associate Art Director*
Elle Magazine, *Senior Associate Art Director*