



Wayne Lee
Creative Director/Art Director

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Over thirty years of advertising and marketing experience in both the agency and corporate side of the business. Expertise in art direction and creative direction in video, digital, traditional, and social media.

SKILLS

CREATIVE

Creative Director, Art Director, and creative strategist.

MANAGEMENT

Extensive experience managing and mentoring various levels of creatives; art directors, designers and copywriters. Ability to effectively collaborate with teams across organizational functions as well as external partners and vendors.

SOFTWARE

Proficient in Adobe Creative Suite (PhotoShop, Illustrator, InDesign), Figma, Sketch, AI Tools, G-Suite, MS Office, and a working knowledge of After Effects and Premiere.

EDUCATION

1997

SAN FRANCISCO STATE UNIVERSITY
BS Business Administration – Marketing
Minor – Graphic Design

ABOUT ME

I'm a Bay Area native, married with two daughters. I enjoy cooking and BBQ, traveling the world, trying strange deli meats, and binging the latest addictive shows. I'm also the co-host of the podcast, Hella Foggy.

EXPERIENCE

2018-PRESENT

MONKS (FORMERLY FIREWOOD MARKETING), SAN FRANCISCO
Group Creative Director (2022), Creative Director

*Email, Video, Digital, Social

- Lead a global creative team of over 40 creatives; including creative directors, copywriters, art directors, motion designers, production artists, and illustrators.
- Provide mentorship and guidance to team while upleveling creative excellence.
- Partner with account teams to build strong strategic relationships with clients.
- Manage creative budgets and resources within the team and agency.
- Direct creative campaigns ranging from bespoke executions to larger assets at scale.
- Oversee development and implementation of AI solutions within creative scope.

Clients: YouTube, Google Play, Google

2001-PRESENT

Freelance Art Director/Creative Director

*Video, Digital, Print, DM, Social

Clients: University of Phoenix, iShares, HP, Intel, Lawrence Hall of Science, Microsoft
Agencies: MRM Worldwide, Razorfish, Doremus, Creative Lift, Buddy Media, Liquid, SFinteractive, InRhythm Marketing, Firefly Interactive

2013-2015

APOLLO EDUCATION GROUP (UNIVERSITY OF PHOENIX), SAN FRANCISCO
Creative Director (2014), Associate Creative Director

*Video, Print, Social, Digital, DM

- Lead multiple creative teams in developing integrated campaigns across mediums.
- Contributed in development of brand strategies for internal and external audiences.
- Oversaw and managed creative production for videos and photoshoots.

2011-2013

CREATIVE LIFT, SAN FRANCISCO

Associate Creative Director

*Digital, Print, DM, Branding, Social, Video

- Part of senior creative leadership.
- Created award winning branding and identity for client products and programs.

Clients: Union Bank, Charter, AOL, SiriusXM, YouSendIt, Plantronics, Snapfish, NestWise

2010-2011

APOLLO GROUP (UNIVERSITY OF PHOENIX), SAN FRANCISCO

Senior Art Director

*Video, Digital, Print, DM

- Established and implemented new creative and brand standards for an outdated brand.

2004-2009

MCCANN ERICKSON, SAN FRANCISCO

Senior Art Director

*Digital, Print, OOH, DM, Video

- Created innovative digital advertising and integrated campaigns for global brands.

Clients: Microsoft (Windows Embedded, Microsoft Brand Campaign, SQL Server, Dynamics, Windows Live), XBOX, Cathay Pacific, Nortel, Avery

1998-2001

TONIC 360/ JWT, SAN FRANCISCO

Art Director, Junior Art Director

*Digital, Print, OOH

- Created pioneering online advertising for some of the most successful brands ever.

Clients: Sun Microsystems, Amazon.com, TechTV, The GO Network, WebMD, Infoseek, iBEAM Broadcasting, Let'sTalk, Visto, ImproveNet, AutoConnect

1997-1998

ZUCKERMAN FERNANDES & PARTNERS, SAN FRANCISCO

Freelance Junior Art Director, Creative Assistant, Creative Intern

1996

GANNETT OUTDOOR, BERKELEY

Creative Intern