

PORTFOLIO

2010 - Today

Painted Languages

이 필립 李必立 FEEL-LIP, LEE

GRAPHIC DESIGNER

Painted Languages

PORTFOLIO

2010 - Today

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이 필립 李必立

Graphic Designer, Illustrator

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 생년월일 1987년 02월 25일
 SKYPE feellip.lee

학력사항 및 직무교육

- 2002.03 - 2005.02 ● **청주 외국어 고등학교**
일본어 전공 부 전공어 러시아어
- 2005.03 - 2007.02 ● **충북 과학대학교(현 충북도립대학)**
전자상거래 전공
- 2007.03 - 2010.02 ● **서원대학교**
시각디자인 전공
- 2010 ● **한국인력개발원**
비주얼 웹디자인 직무교육 수료

보유기술

- | | |
|---------------|------------|
| 키아트 디자인 | 일러스트레이션 |
| 그래픽 디자인 | 디지털 페인팅 |
| 광고디자인 | 아이덴티티 디자인 |
| 소셜미디어 콘텐츠 디자인 | 편집 디자인 |
| 타이포 그래픽 | 패키지 디자인 |
| OAP 디자인 | 웹 디자인 |
| 포토 리터칭 | 텍스타일 디자인 |
| 컬러 그레이딩 | 프로젝트 매니지먼트 |

활용가능 프로그램

Adobe Suite
 Microsoft Office
 Mac OS / Window OS



경력사항

- 2021.03 - 2022.10 ● **컨텐츠팀 리더**
MMIC 한국, 서울 www.instagram.com/mmic_official www.mmic.kr
시즌별 캠페인 기획/촬영
시즌 룩북 기획/촬영
시즌 키비주얼 디자인
패션 콘텐츠 기획/제작
소셜 미디어콘텐츠 디자인
온/오프라인 광고소재 디자인
- 2020.07 - 2021.3 ● **그래픽 디자이너**
GLANCE TV 한국, 서울 www.glancetv.co.kr
Hyundai WRC KeyVisual 디자인
콘텐츠 그래픽 패키지 디자인 (YOUTUBE, NAVER Style TV)
채널아트, 썸네일, 자막 디자인, SNS 배너 디자인
- 2018.11 - 2020.12 ● **프리랜서 그래픽 디자이너 & 일러스트레이터**
snaps 한국, 서울 www.ohprint.me
그래픽 템플릿 디자인(포스터, 배너, 카드, 굿즈)
일러스트레이션 디자인(포스터,카드,굿즈)
- 2018.11 - 2019.11 ● **프리랜서 그래픽 디자이너 & 일러스트레이터**
아이클릭아트 한국, 서울 www.iclickart.co.kr
일러스트콘텐츠, 편집이미지, 템플릿 디자인
- 2016.12 - 2018.05 ● **시니어 그래픽 디자이너**
Master Pictures 한국, 서울 www.hellomasters.com

주요 클라이언트 : Netflix
클라이언트 : Huawei, Samsung, KBS, SBS...

Netflix 넷플릭스 영화 및 드라마 아트웍 디자인
Netflix 넷플릭스 영화 및 드라마 타이틀 디자인
Huawei P20 Stock Wallpaper 디자인
Huawei P20 KeyVisual 디자인
Huawei P10 Colour Story 블루파트 디자인
www.vimeo.com/207069457
- 2016.05 - 2016.07 ● **프리랜서 비주얼 디자이너**
SD GmbH 독일, 프랑크푸르트 www.sd-gmbh.eu
패키지 디자인, 제품 메뉴얼북 디자인, 웹디자인, 인포그래픽 디자인
- 2013.05 - 2015.07 ● **디자인팀장(아트디렉터)**
LIME ORANGE 베트남, 호치민 www.limeorange.vn
디자인팀 총괄 관리(현지 직원 관리)
브랜드 디자인
온/오프라인 광고소재 디자인
웹사이트 및 SNS 관리 / 매장 VMD / 패키지 디자인
시즌 키비주얼 디자인 / 시즌 룩북 기획 및 촬영
패션 콘텐츠 기획 및 제작
소셜 미디어콘텐츠 디자인
- 2012.12 - 2013.02 ● **프리랜서 디자이너**
Teulnee 한국, 서울
아동패션브랜드 런칭, BI 제작, 텍스타일 디자인, 패션 디자인
- 2012 ● **뮤직 그래픽 디자이너, 아티스트**
Verum-i recoard 한국, 서울
레이블&뮤지션 로고 디자인 및 그래픽 아트웍
- 2012.01 - 2012.12 ● **패션 그래픽디자이너**
AKIII 한국, 서울 www.akiii.co.kr
의류라인 런칭
의류 관련 부분 전담, 프로모션 업체 관리, 잡화 디자인, 부자재 디자인
작업지시서 작성, 발주서 작성, 시즌 의류 기획서 작성, 홍보물 제작
- 2011 ● **디자이너 및 아티스트**
PHILIPS WORLD TOUR lightover project
- 2010.06 - 2011.10 ● **패션 그래픽 디자이너**
STL 한국, 서울 www.beststl.com
텍스타일 디자인, 원단제작 감리(동판, 승화 나염), 잡화 디자인
부자재 디자인, 패키지 디자인, 작업지시서 작성, 웹 상세페이지 제작



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 NATIONALITY South Korean
 DAY OF BIRTH 25 February 1987
 SKYPE feellip.lee

EDUCATION

- 2010 • **Visual Design degree**
Graduated in Visual Design
University Seawon, Chung ju City, Korea
- 2010 • **Design course**
Visual Web Design Course
Human Resource Development, Seoul, Korea

SKILL SET

Key Art Design	Illustration
Graphic Design	Digital Painting
Social Content Design	Identity Design
Typography	Package Design
OAP Design	Textile Design
Photo Editing	Web Design
Colorgrading	

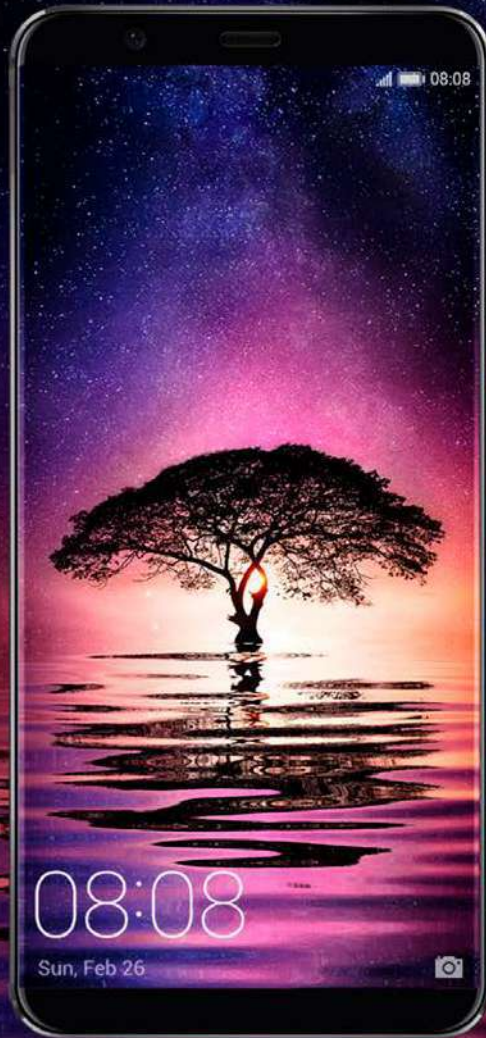
AREA EXPERTISE

Adobe Suite
 Microsoft Office
 Mac OS / Window OS



WORK EXPERIENCE

- 2021.03 - 2022.10 • **Contents Team Leader**
MMIC Seoul, Korea www.instagram.com/mmic_official www.mmic.kr
Seasonal Campaign Design and Shooting
Season Lookbook Design and Shooting
Fashion Social Media Content Design and Production
Season Key Visual Design
On/Offline Advertising Material Design
- 2020.07 - 2021.03 • **Graphic Designer**
GLANCE TV Seoul, Korea www.glancetv.co.kr
Hyundai WRC KeyVisual Design
Contents Graphic Package Design (Youtube, Naver)
- 2018.11 - 2020.12 • **Freelancer Graphic Designer & Illustrator**
snaps Seoul, Korea www.snaps.com
Graphic Templet Design (Poster, Banner, Card, Goods...)
Illustration Design for Poster, Card, Goods...
- 2018.11 - 2019.11 • **Freelancer Graphic Designer & Illustrator**
iclick art Seoul, Korea www.iclickart.co.kr
- 2016.12 - 2018.05 • **Senior Graphic Designer**
Master Pictures Seoul, Korea www.hellomasters.com
Main Client : Netflix
Clients : Huawei, Samsung, KBS, SBS...
Artwork and Title Design for Netflix
Huawei P20 Stock Wallpaper Design
Huawei P20 Keyart Design
Member of Project Huawei P10 Colour Story
www.vimeo.com/207069457
- 2016.05 - 2016.07 • **Freelance Visual Designer**
SD GmbH Frankfurt, Germany www.sd-gmbh.eu
Package Design, Product Manual Design,
Web Design, Infographic Design
- 2013.05 - 2015.07 • **Design Team Manager(Art director)**
LIME ORANGE Hochiminh city, Vietnam www.limeorange.vn
Graphic Design Team Management
Developed Company's New Identity
Project Management
Creating all the ATL, BTL and Digital Assets
According to the Needs of the Job Assignments
- 2012.12 - 2013.02 • **Freelance Designer**
Teulnee Seoul, Korea
Fashion Designer for a Children's Brand
Designer on Several Projects (Brand Identity, Packaging, Advertising)
- 2012 • **Music Graphic Designer, Artist**
Verum-i record Seoul, Korea
Graphic Art, Identity Design, Web Design
- 2012.01 - 2012.12 • **Fashion graphic designer**
AKIII Seoul, Korea www.akiii.co.kr
Launch of Fashion Brand, T-shirt Graphic Design
Package Design, Subsidiary Materials Design
- 2011 • **Designer & Artist**
PHILIPS WORLD TOUR lightover project
- 2010.06 - 2011.10 • **STL Seoul, Korea**
www.beststl.com
Textile Design for Snowboard, Wakeboard Ware
Product Design, T-shirt Graphic Design, Subsidiary Materials Design



MAGNIFICENCE OF NATURE COLORFUL LANDSCAPE

A beautiful exploration of the natural landscape.

The images were created using a 2D design editorial process.

The focus is on the magnificent scenic views that show the wonder and magical color combination of the natural landscape.



BLOOMING
dream



FLOW & FREEDOM

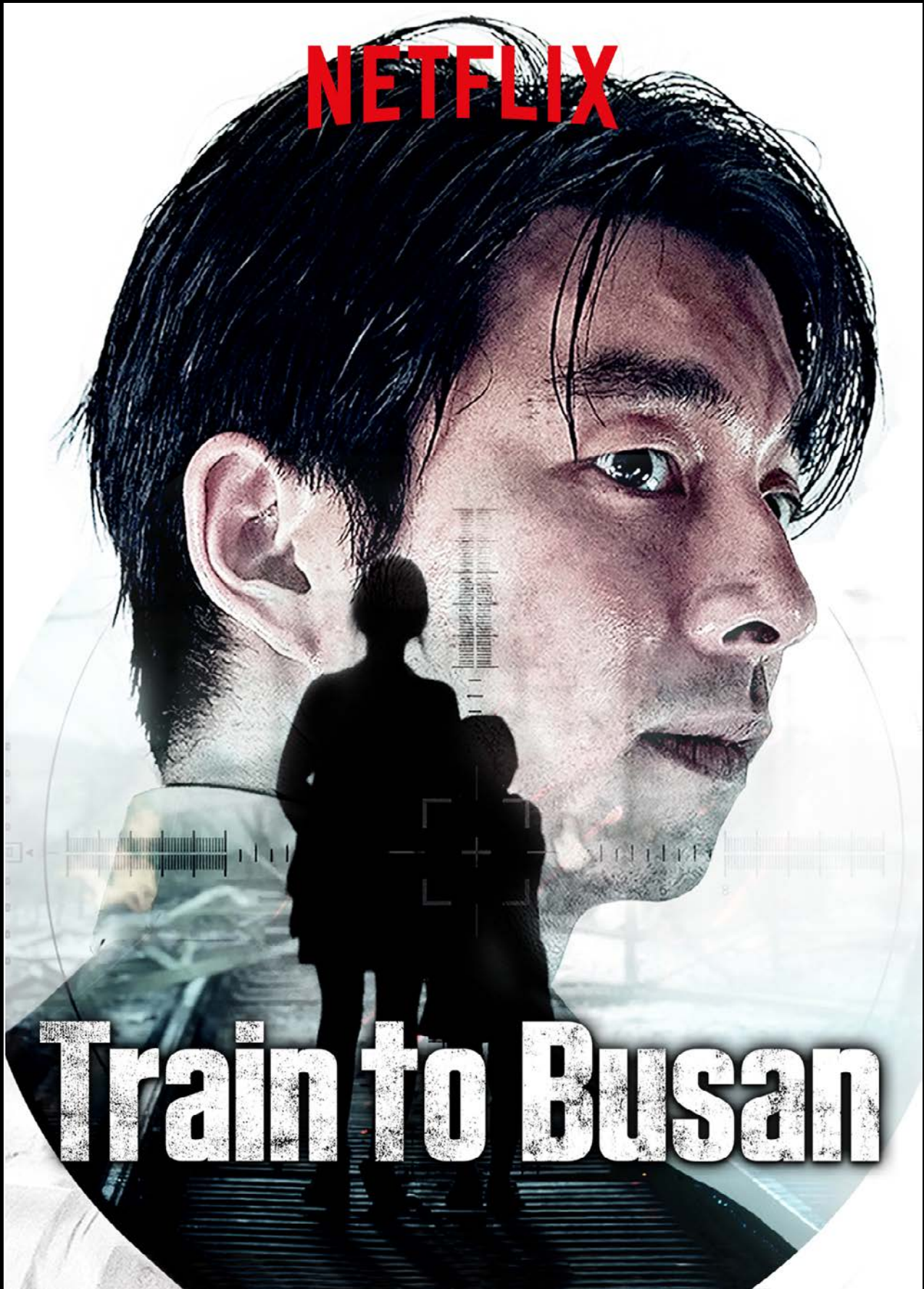
Our love affair with Blue is never ending.
The color of truth, honesty, reliability and constancy gives us reassurance and hope.
The only thing here is the to focus on a new navy blue shade whose beauty is reminiscent of a Blue peony.

<https://vimeo.com/207069457>



NETFLIX





Train to Busan 부산행 2016, South Korea, Drama · Disaster Client NETFLIX



Mary Kom 2014, Kuwait, Drama · Sport Client NETFLIX



Son of Saul 사울의 아들 2015, Hungary, Drama · Thriller Client NETFLIX



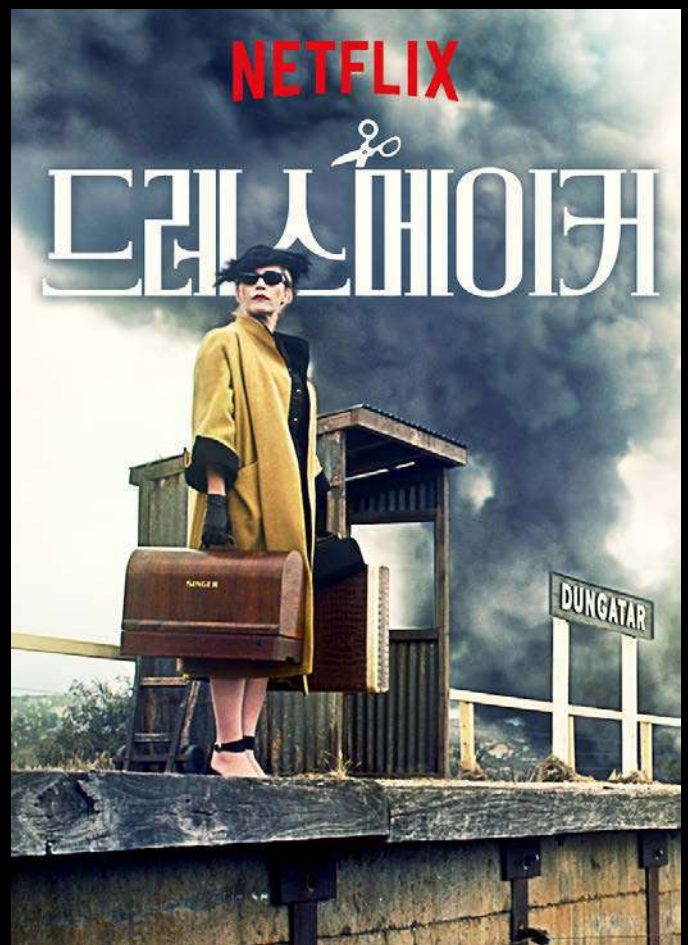
Train to Busan 부산행
2016, South Korea, Drama · Disaster Client NETFLIX



The Sound of Your Heart 마음의 소리
2016, South Korea, Sitcom Client NETFLIX



Saimdang 사임당, 빛의 일기
2017, South Korea, Drama
Client NETFLIX



The Dressmaker 드레스메이커
2015, Australia, Drama · Thriller
Client NETFLIX

NETFLIX



DEPARTMENT : THE ABSENT ONE 2014, Germany, Myster - Crime Client NETFLIX



COLONIA 2015, Germany, Drama - Thriller Client NETFLIX



Mother 마더 2009, South Korea, Crime film · Thriller Client NETFLIX



Scarlet Innocence 마담뱅크 2009, South Korea, Drama · Thriller Client NETFLIX

NETFLIX





NETFLIX

다크

D A R K



NETFLIX

A NETFLIX ORIGINAL SERIES

로스트 인 스페이스

A NETFLIX ORIGINAL SERIES

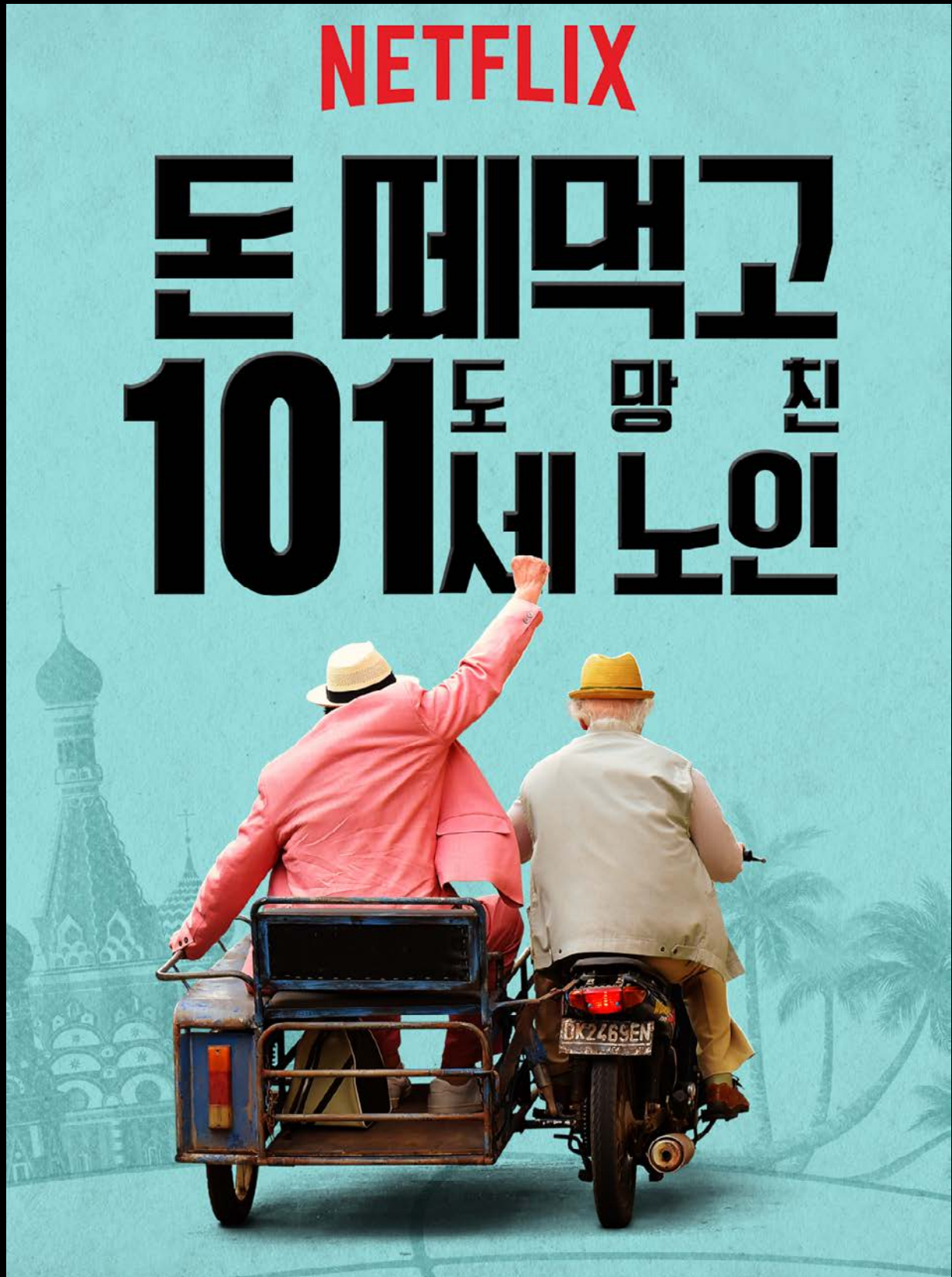
ロスト・イン・スペース



NETFLIX

얼터드 카본
ALTERED CARBON





NETFLIX

바브라
노래와 추억과 마법과!
Barbra: The Music. The Memories. The Magic!

밤 잘 사주는
예쁜 누나

노란새

조지아 롱

카케구루이
KAKEGURUI

카케구루이
KAKEGURUI

NETFLIX

슈퍼 몬스터
SUPER MONSTERS

슈퍼
몬스터
SUPER MONSTERS

린 코플리츠
Lynne Koplitz : HORMONAL BEAST

Lynne Koplitz : HORMONAL BEAST

호르몬 괴물

린
Lynne Koplitz
HORMONAL BEAST
코플리츠
호르몬 괴물

NETFLIX

MARVEL

THE OS DEFENSORES

A NETFLIX ORIGINAL SERIES

MARVEL

ดีเฟนเดอร์ส

DEFENDERS

특수기동대 2

파 이 어 파 이 트

엑 소 시 스트

터 비 가 닝 트

DREAMWORKS

베론

전설 속의 무호자

NETFLIX

마음의소리

心灵的声音

레전드퀘스트

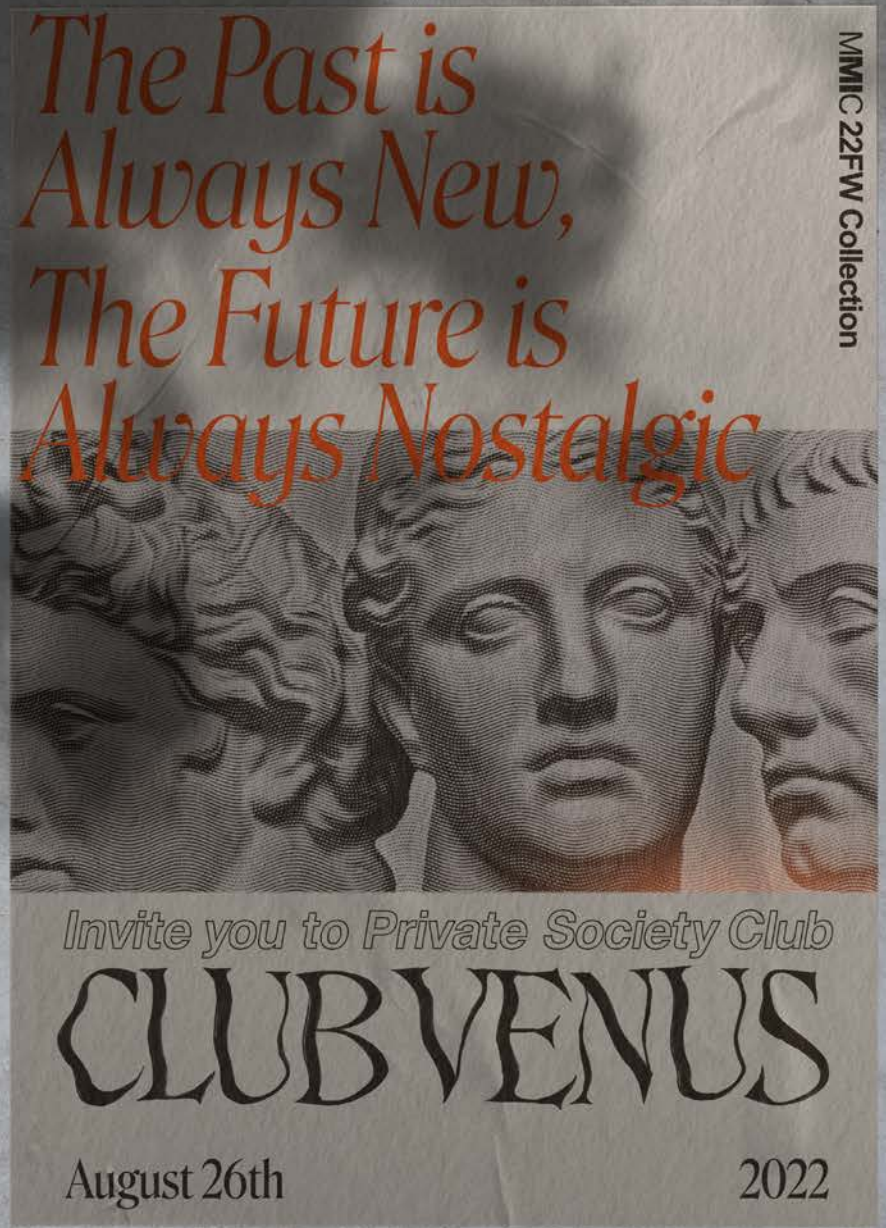
레전드
퀘스트

傳説探險

传奇探險

FLORA 연타기
새벽 출정호의 향해

모두와 파들리
왕중왕



MMIC's 22FW collection, which hails from the archaic, are trends evolved. We reevaluated the past art designs to futuristic aesthetics so that they reflected an extension of traditional ideals.

The theme of this season, 'ClubVenus', illustrates a fusion of an antique vibe and a modern social club. Here each person communicates their unique positions and notions according to individual philosophical insights and cultural opinions.

KEY VISUAL DESIGN FOR FASHION 2022

TYPOGRAPHY AND POSTER DESIGN CLINET MMIC

26TH AUGUST

2022



Club Venus

PRIVATE SOCIETY CLUB

INVITE YOU TO THE OUR FW22 COLLECTION

MMIC



KEY VISUAL DESIGN FOR FASHION 2022

TYPOGRAPHY AND GRAPHIC DESIGN CLINET MMIC

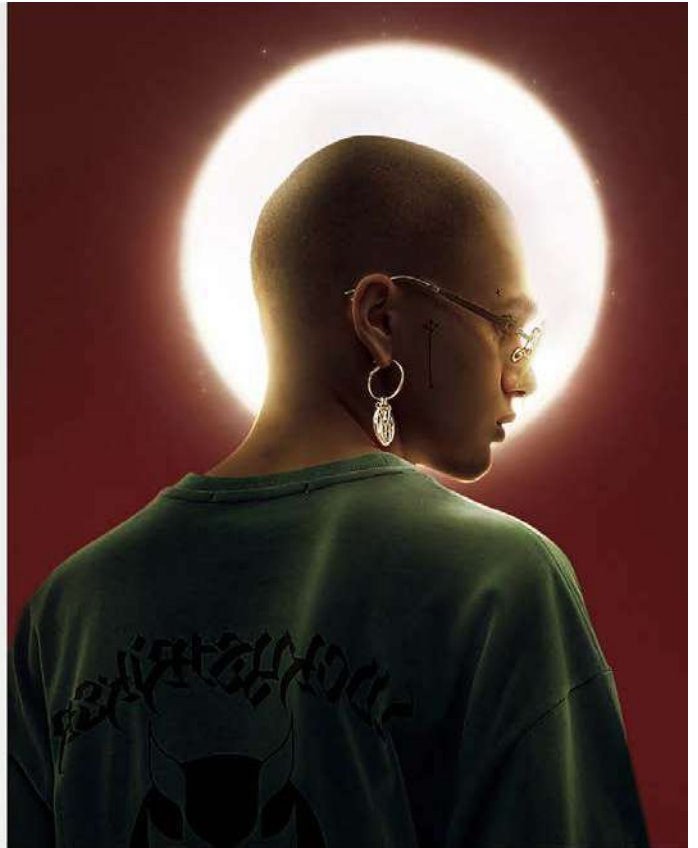


PHOTO RETOUCHING FOR SOCIAL MEDIA CONTENTS DESIGN 2022

FASHION CONTENTS FOR INSTAGRAM CLINET MMIC



BEFORE



AFTER





BEFORE

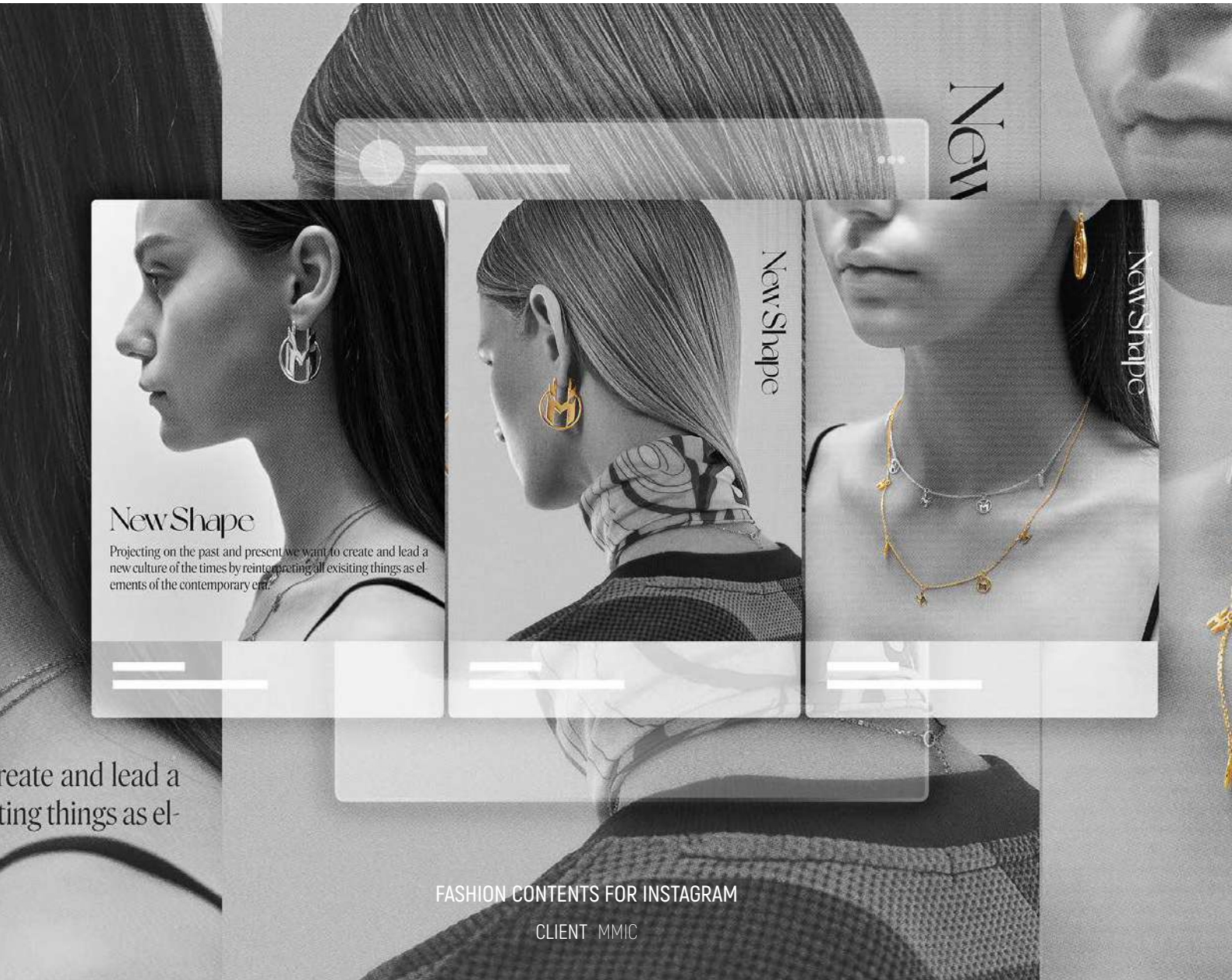
AFTER

BEFORE

AFTER

BEFORE

AFTER



New Shape

Projecting on the past and present we want to create and lead a new culture of the times by reinterpreting all existing things as elements of the contemporary era.

New Shape

New Shape

FASHION CONTENTS FOR INSTAGRAM

CLIENT MMIC



BEFORE

AFTER



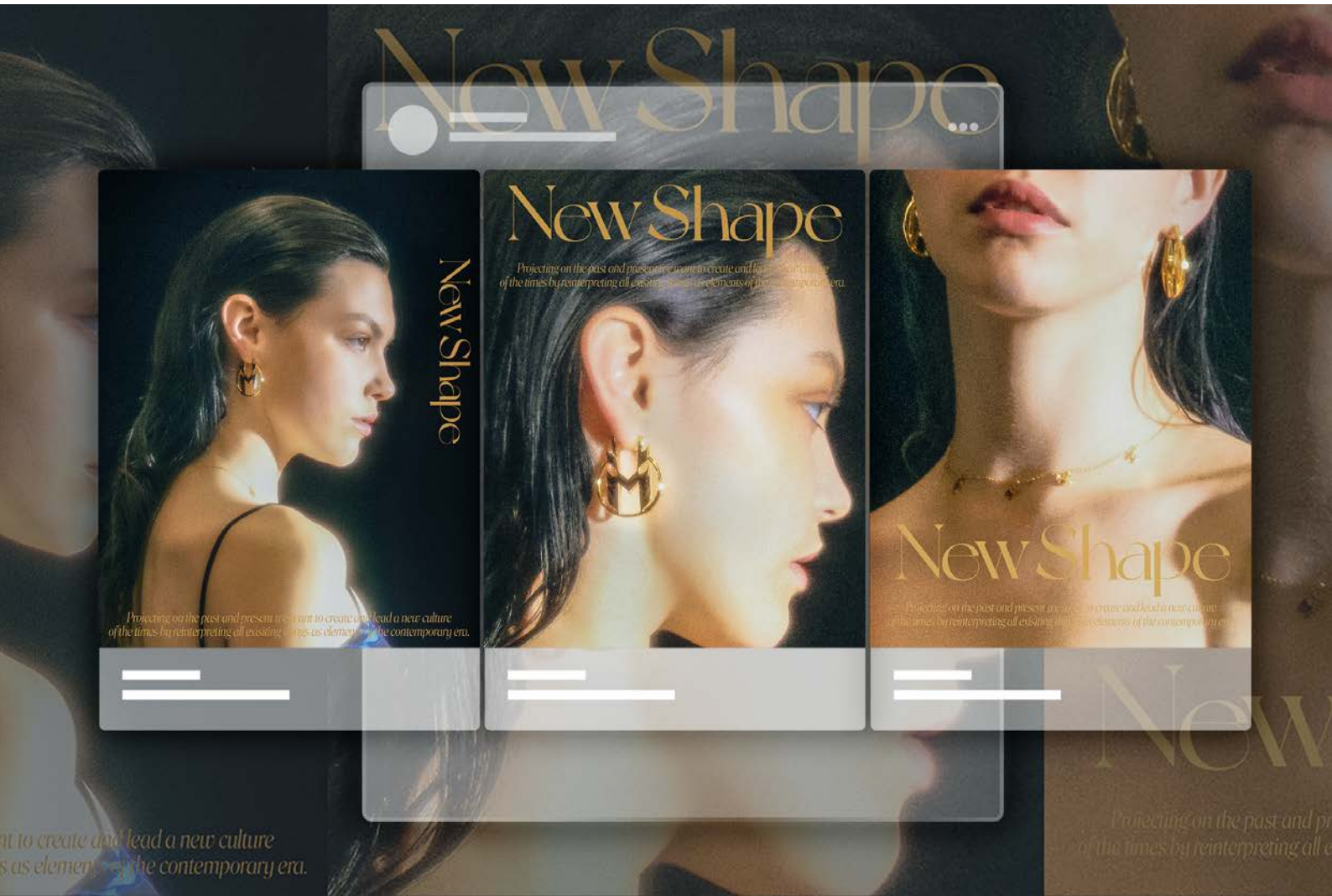
BEFORE

AFTER



BEFORE

AFTER



FASHION CONTENTS FOR INSTAGRAM

CLIENT MMIC

PHOTO RETOUCHING FOR SOCIAL MEDIA CONTENTS DESIGN 2022



Subject

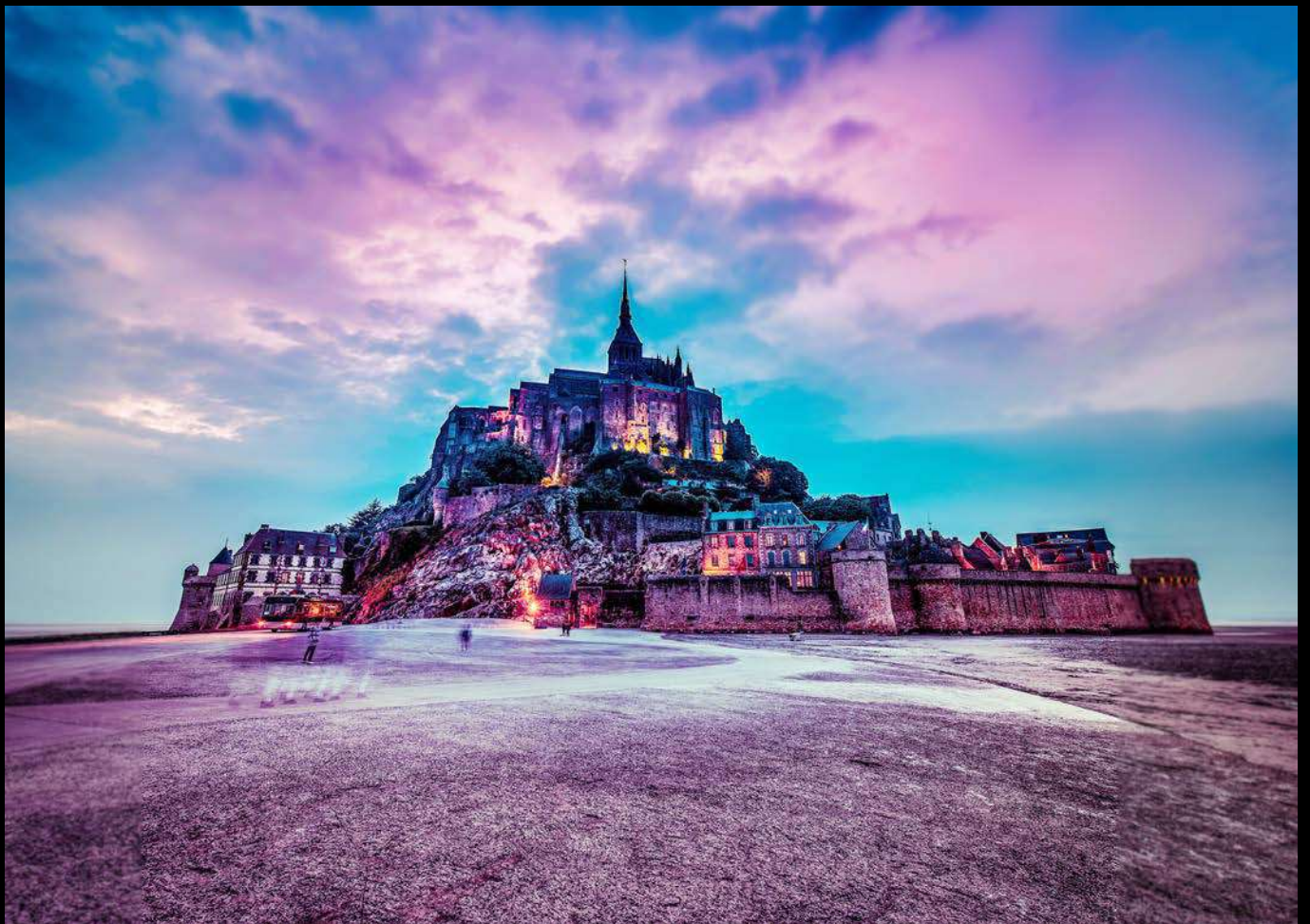
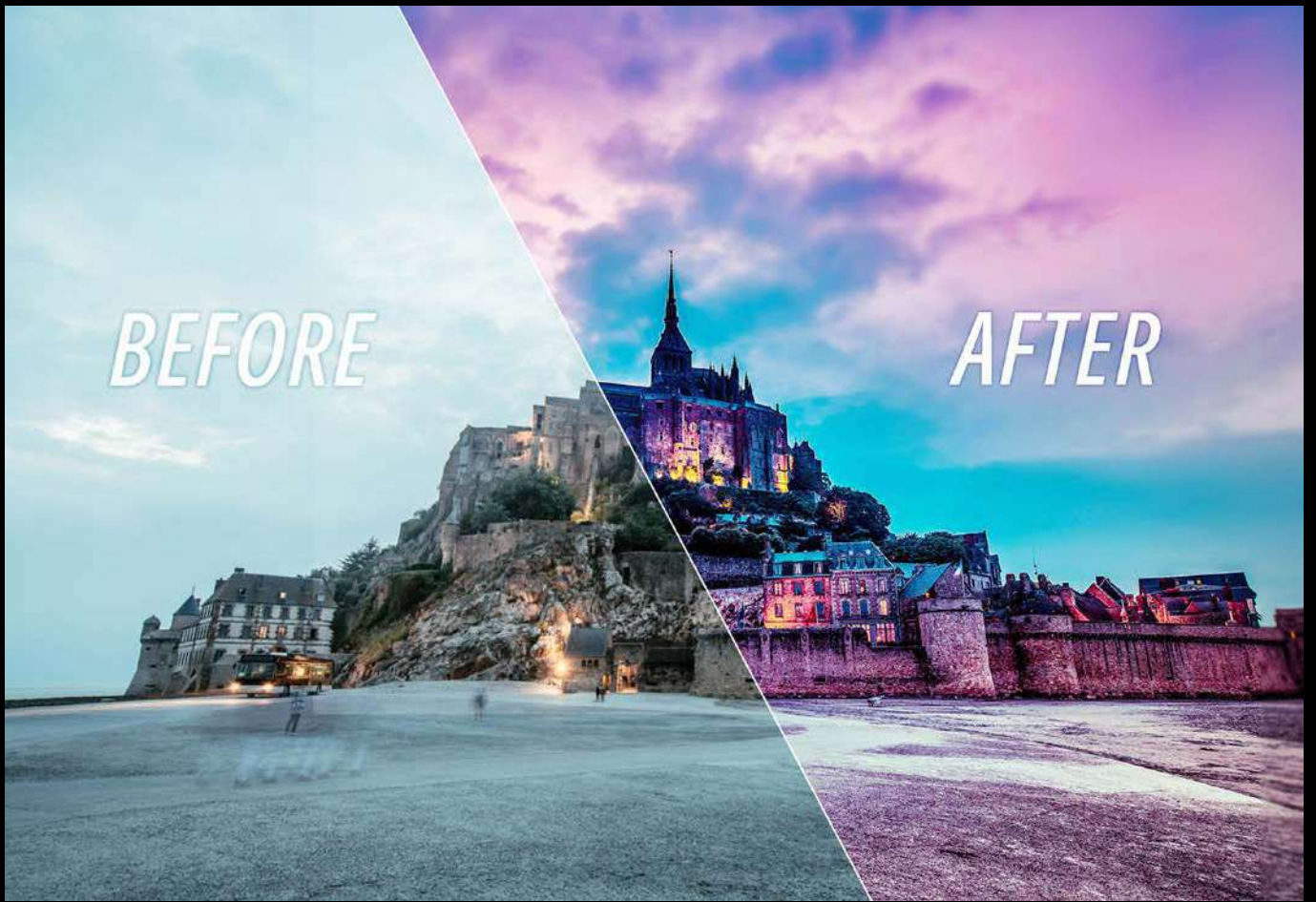


FASHION CONTENTS FOR INSTAGRAM

CLIENT MMIC

CREATIVE PHOTO MANIPULATION 2018-2019







P S Y C H E D E L I C G R A P H I C

























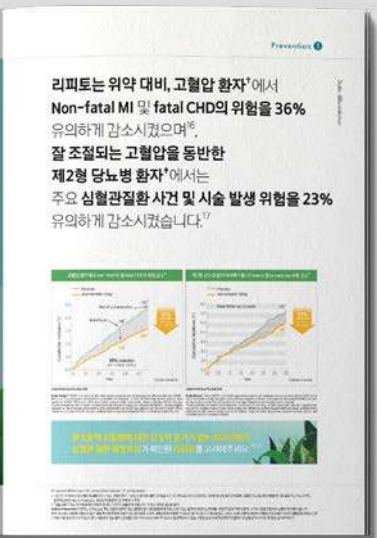
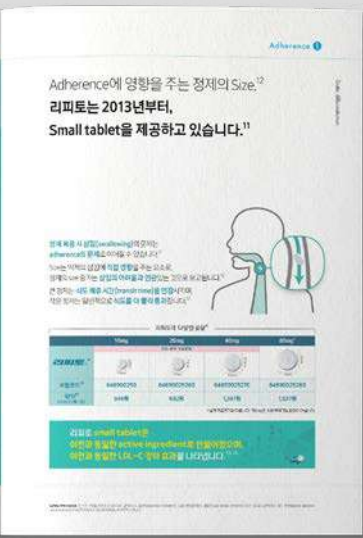
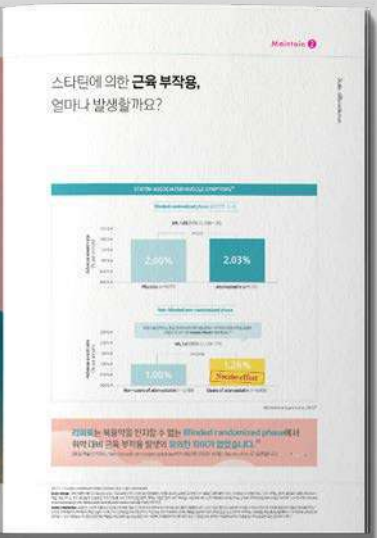
EDITORIAL DESIGN 2020

Pfizer LPT Main Campaign

BROCHURE DESIGN 2020
Editorial Design and Illustration

CLIENT Pfizer
SIZE 210mm X 297mm





Pfizer LPT Main Campaign

BROCHURE DESIGN 2020
Editorial Design and Illustration

CLIENT Pfizer
SIZE 210mm X 297mm



LPT Differentiation

2019 ESC/EAS guideline 에서 LDL-C 목표를 달성하기 위해
1차 약물로 최대 내약 용량 스타틴을 권고하였습니다!¹

Pfizer LPT Sub Campaign

LEAFLET DESIGN 2020
Editorial Design and Illustration

CLIENT Pfizer
SIZE 250mm X 150mm

150-159	-	-	20 mg	40 mg	80 mg
160-169	-	-	20 mg	40 mg	80 mg
170-179	-	-	20 mg	40 mg	80 mg
180-189	-	-	20 mg	40 mg	80 mg
190-220	20 mg	20 mg	20 mg	40 mg	80 mg

LDL-C Target <80 <100 <130 <160

환자의 심혈관질환 위험도에 따라 리피토 용량을 조정할 수 있으며
LDL-C 감소는 10 mg 루어로 39%, 80 mg 루어로 60%로 나타납니다.³

LPT Differentiation

이상지질혈증 가이드라인에서는 다른 약제와 병용하기 전, 우선적으로 1차 치료제인 스타틴을 치료 기준에 적절하게 투약 및 증량하기를 권고하고 있습니다.¹

LIPITOR

Pfizer LPT Sub Campaign

LEAFLET DESIGN 2020
Editorial Design and Illustration

CLIENT Pfizer SIZE 250mm X 150mm

제 대비

% change in LDL-C from baseline*

20mg vs. E10/S20 복합제

44.2 ± 3.1% vs. 41.1 ± 1.7%

p=0.715

라피토 10mg은 Ezetimibe 10mg 대비 LDL-C 감소효과가 유의하게 나타났으며, E10/S20 복합제는 LDL-C level을 41.1%, 라피토 20 mg은 LDL-C level을 44.2% 감소시켰습니다.²⁴

LIPITOR

LPT Differentiation

이상지질혈증 가이드라인에서는 다른 약제와 병용하기 전, 우선적으로 1차 치료제인 스타틴을 치료 기준에 적절하게 투약 및 증량하기를 권고하고 있습니다.¹

LIPITOR

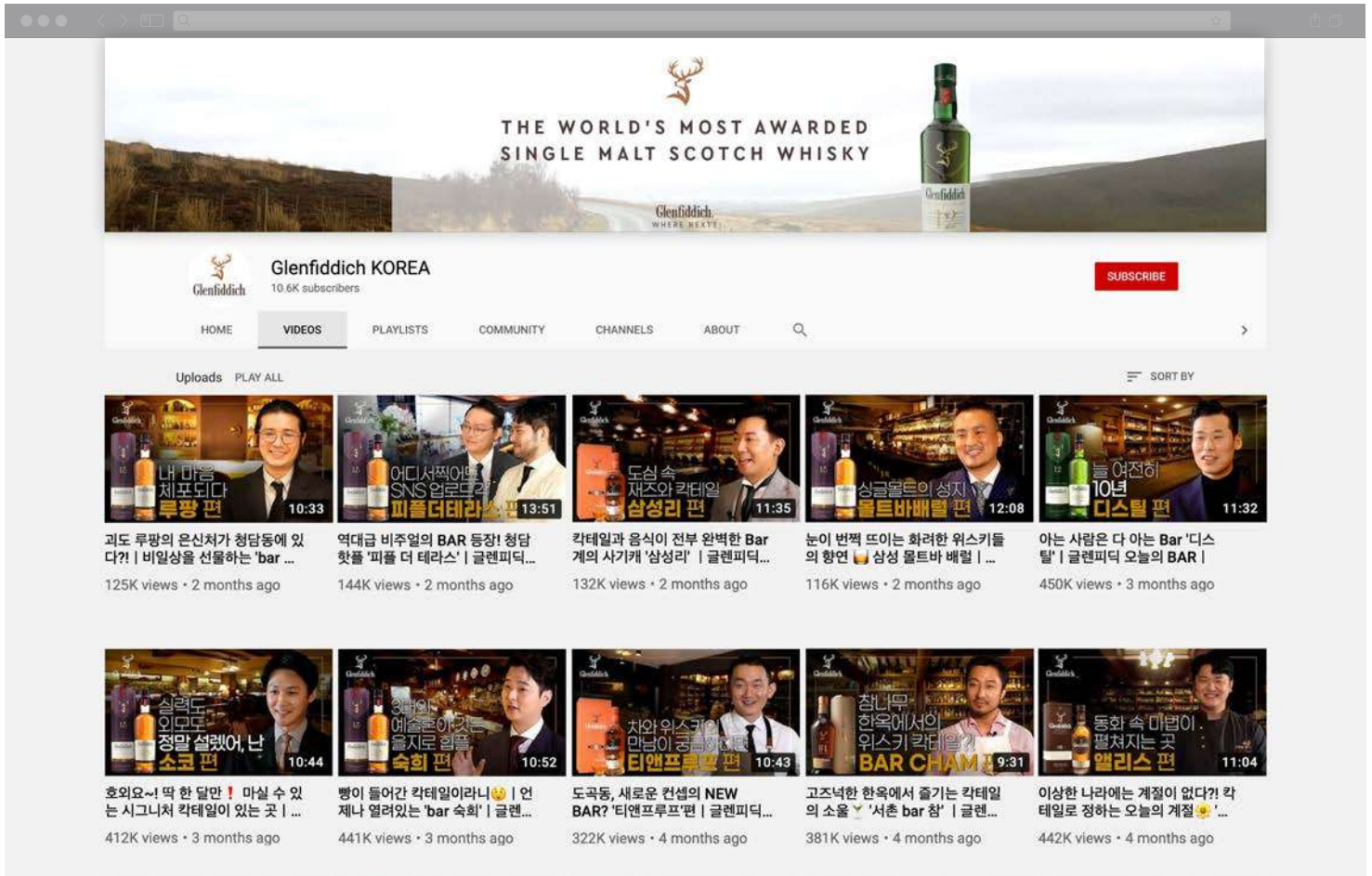
리턴의 병용 요법보다 효과가 상대적으로 크게 나타났습니다.³

Comparison	OR for MACE
More Statins vs. Less Statins	0.83 [0.76 - 0.90]
EIT + Statins vs. Statins alone	0.90 [0.85 - 0.96]
PCSK9 + Statins vs. Statins alone	0.81 [0.73 - 0.90]

Odds Ratio M-H, Random, 95% CI

Favors more intensive LLT | Favors less-intensive LLT

LIPITOR

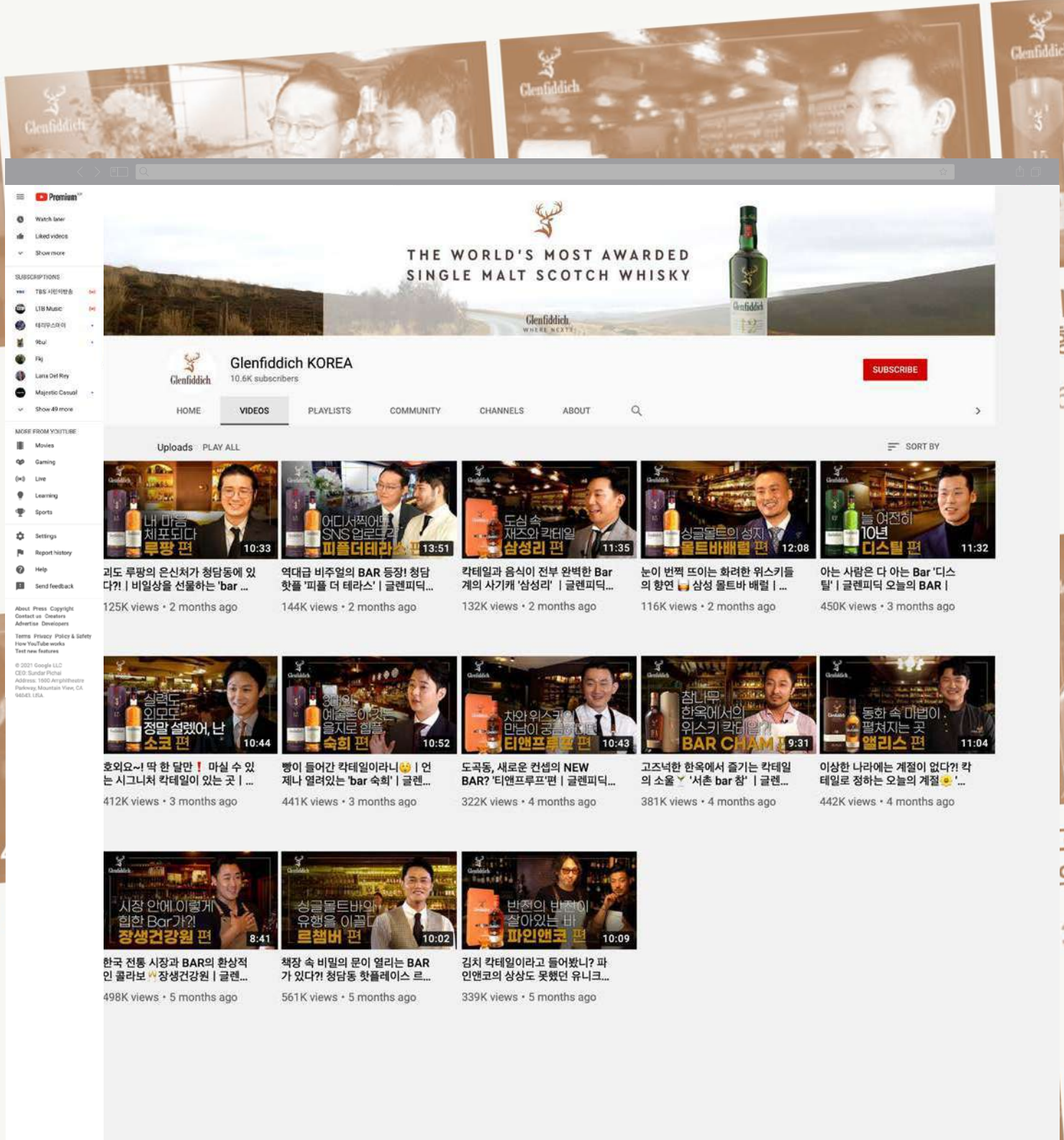


THE WORLD'S MOST AWARDED SINGLE MALT SCOTCH WHISKY

매주 목요일 저녁 OPEN

Glenfiddich.
WHERE NEXT?

YOUTUBE THUMBNAIL DESIGN 2020-2021



상적
-렌...

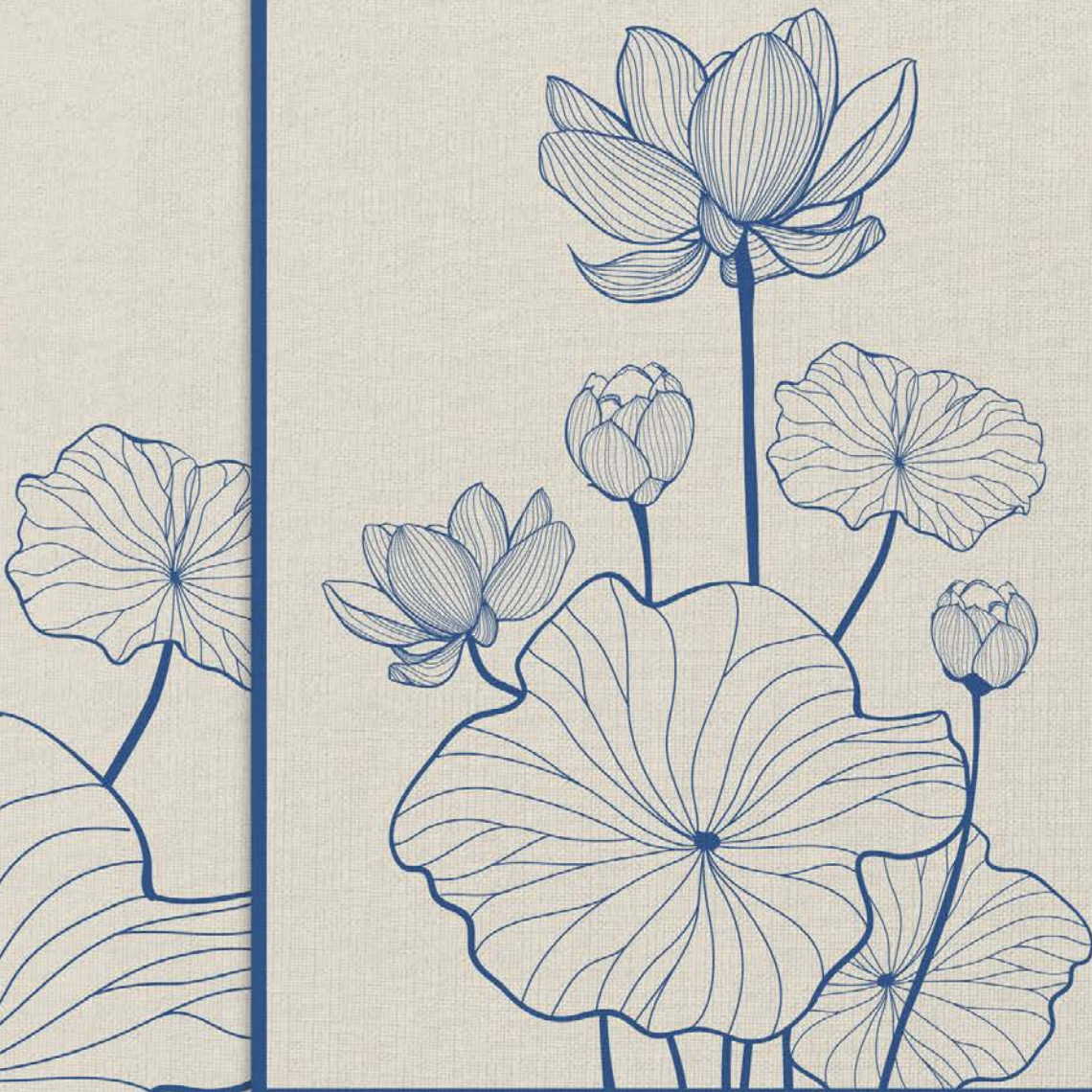
책장 속 비밀의 문이 열리는 BAR
가 있다?! 청담동 핫플레이스 르...

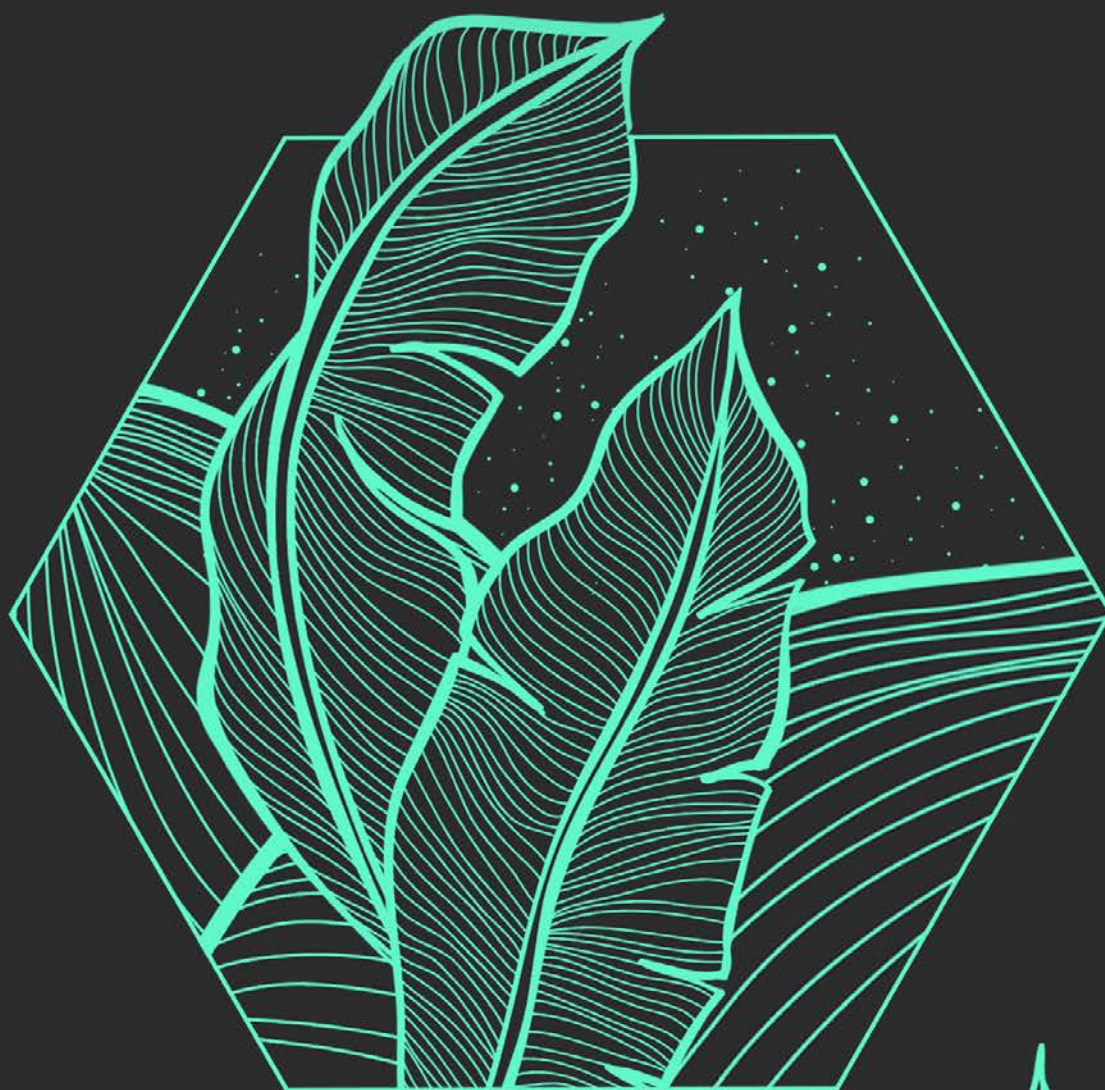
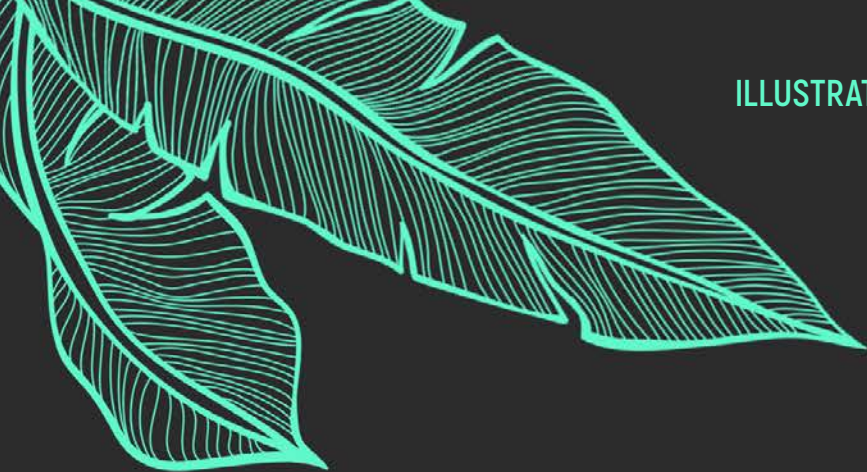
김치 카테일이라고 들어봤니? 파
인앤코의 상상도 못했던 유니크...

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· LOTUS ·





T R O P I C A L
F O R E S T

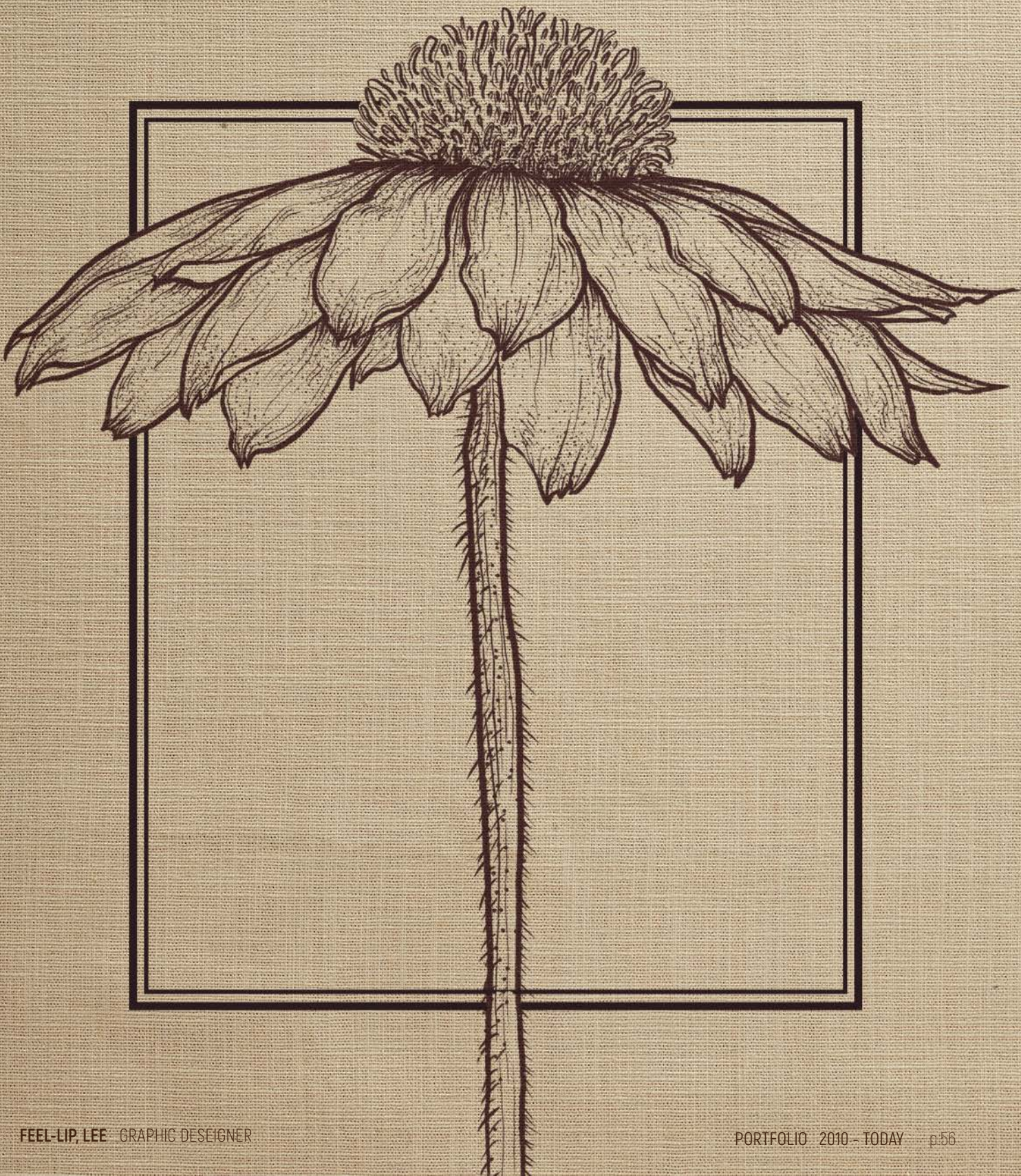




FLOWER
FOREST

ILLUSTRATION HAND DRAWN DOODLE ILLUSTRATION 2019

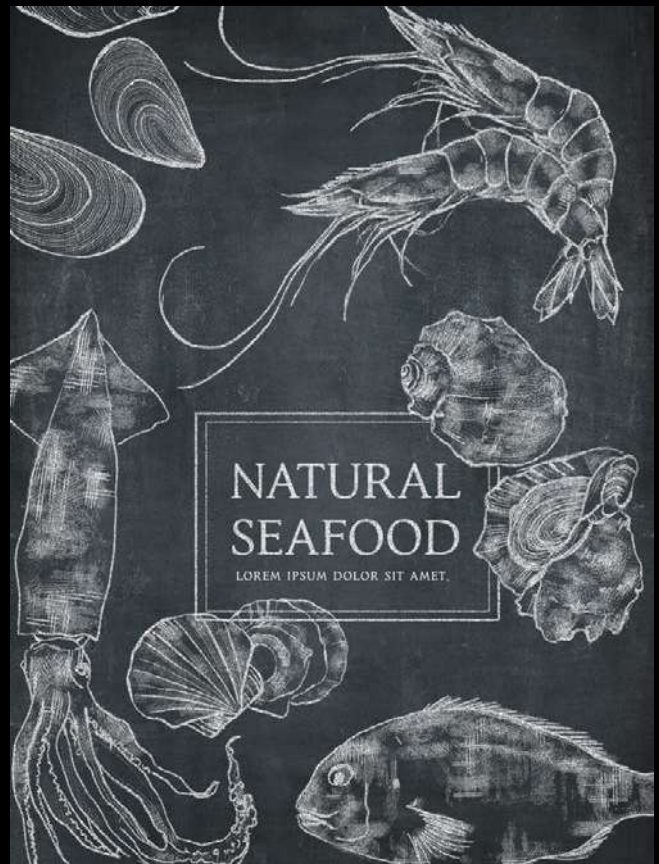


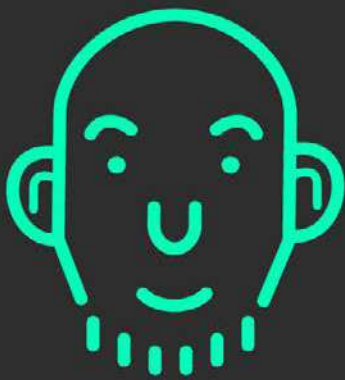
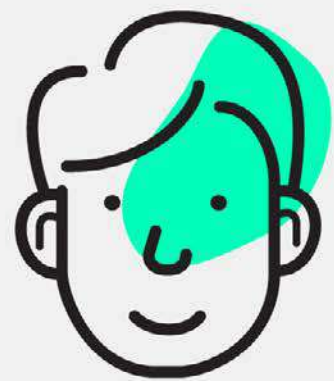
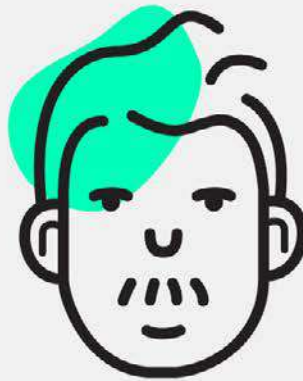
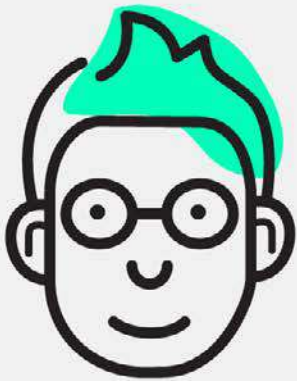
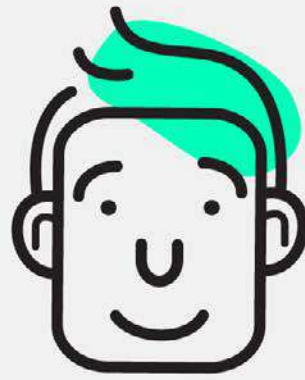
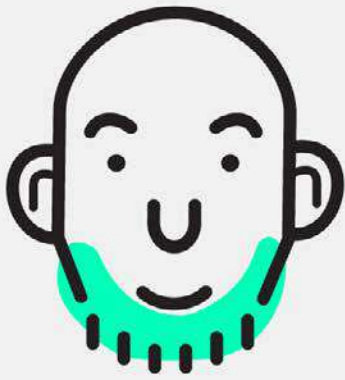


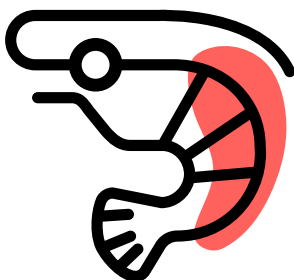
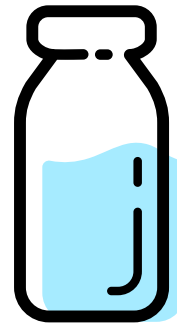
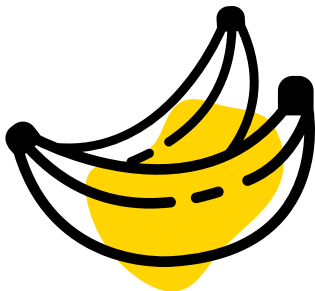
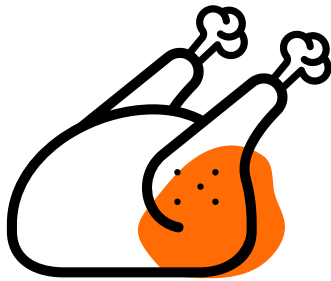
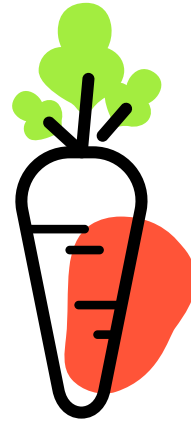


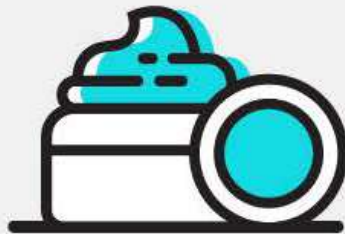
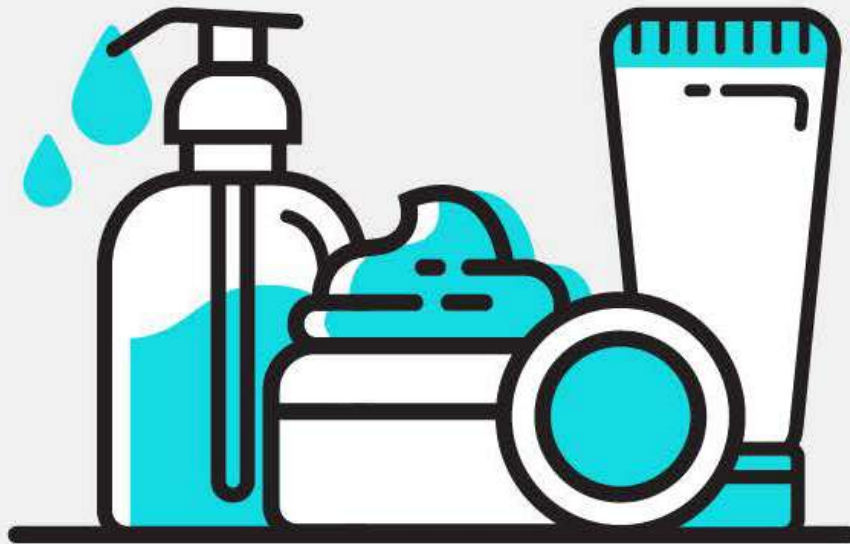




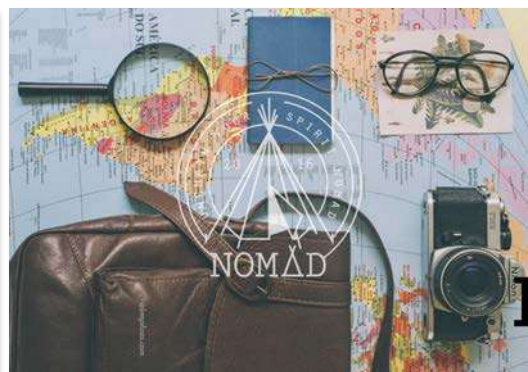
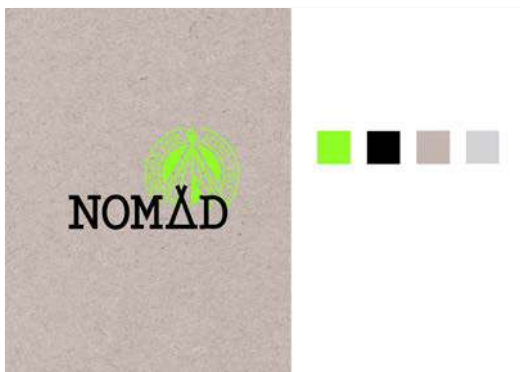
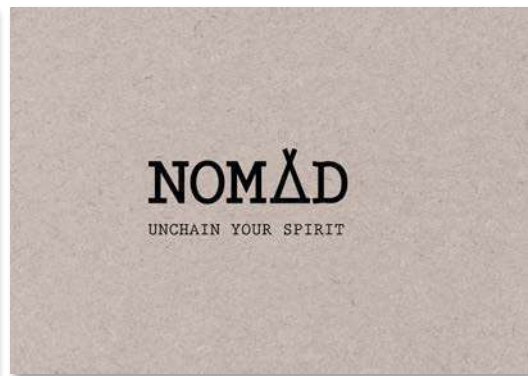
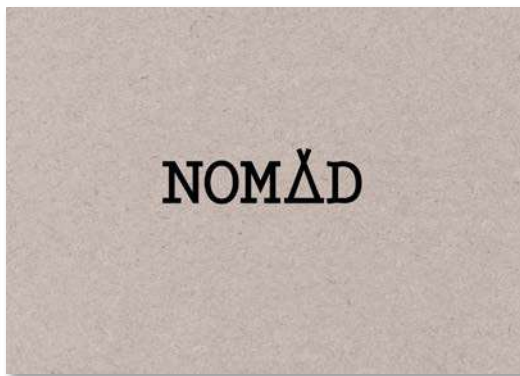
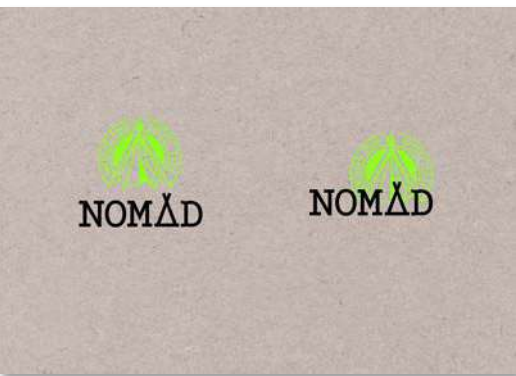














D É B U T A V R I L







WEB DESIGN & ILLUSTRATION



JACKET DESIGN 2012

AKIII Seoul, Korea www.akiii.com



JACKET DESIGN 2012

AKIII Seoul, Korea www.akiii.com



JACKET DESIGN 2012
AKIII Seoul, Korea www.akiii.com

PRODUCT DESIGN 2011



BACKBAG DESIGN 2011

SIZE 300 X 480 X 180

COLOR Ped, Navy, Black

STL Seoul, Korea www.beststl.com



BACKBAG DESIGN 2011

SIZE 300 X 470 X 160
COLOR Purple, Navy, Black
STL Seoul, Korea

www.beststl.com





FEEL 2011

REPET SIZE 400mm X 400mm

COLOR 5 Colors

Wake board wear, Snow Board were, Under were

STL Seoul, Korea www.beststl.com



CHECK PATTERN 2011
Textile Design Gloves

STL Seoul, Korea www.beststl.com



SHOW 2011

REPET SIZE 400mm X 518mm

Wake board wear, Snow Board were, Under were

STL Seoul, Korea www.beststl.com