Mark Lee
917-952-6549
mark_lee_10019@yahoo.com
https://malima.carbonmade.com
https://www.linkedin.com/in/markleeprofile

About

Creative Director specializing in brand identity, visual identity systems and motion design for some of the biggest names in sports and entertainment, including ESPN, the NFL, the Olympics, Hulu, and SoFi Stadium. I build design and identity systems end to end, from strategy through execution, and lead integrated brand campaigns at global scale. I present directly to C-suite executives and cross-functional stakeholder groups.

Experience

Leroy & Rose, MSG - The Sphere, NBC Sports, Two Fresh, Versus | Creative Director
Los Angeles, July 2020 - Present

+ Collaborative hands-on self-starter that delivers standout brand, marketing and social solutions by breaking down complex briefs into simple, culturally relevant and compelling ideas while leveraging data to enhance efficiency of the design across all touch-points.
+ Manage and own projects from concept to execution including 2D/3D animation and live action direction. Leverage agency partnerships, build in-house relationships and manage internal and external global hybrid teams totaling 5-25 direct reports at all experience levels setting clear roles and responsibilities within each team. Develop production scope, schedules and budgets for each project.
+ Champion the integration of Midjourney, Runway, Claude, Gemini, ChatGPT and other AI into workflows, increasing iterative efficiency and enhancing creative output, especially in the initial ideation phase.
+ MSG - The Sphere. Prompt and optimize 60 second co-branded F1 campaigns featuring Heineken and Starbucks for the Exosphere exclusively using Nano Banana Pro and Microsoft Copilot.
+ MNF ManningCast. Rebrand of the popular live sports broadcast on Monday Night Football featuring quarterbacks Peyton and Eli Manning. The show averages 1.6 million views per episode.
+ 2026 Winter Olympic Hockey Package. Brand package highlighting the return of the NHL to Olympic competition after a 12-year hiatus. Viewership averaged 26.5M, up 93% through the first 5 Days.
+ EA Madden NFL 26 Launch. Custom typography and logo systems developed for each franchise (Thursday, Sunday and Monday Night Primetime) giving every game their own visual style and personality to match the verisimilitude seen during NFL broadcasts. Game sold 1.4M units in the first 24 hours.
+ Los Angeles Rams Oculus LED Identity. Environmental brand system showcasing the Rams' new logo identity on 70,000 square feet of SoFi Stadium screens including the world's largest two-sided screen, the Oculus. Branding has elevated SoFi to be ranked 2nd-best stadium experience in the NFL.
+ League of Legends Championship Series Rebrand. 360 Brand system unifying all LCS North America channels including motion, digital, print and experiential.

Siegel + Gale | Creative Director
Los Angeles, May 2019 - June 2020

+ Led Los Angeles creative office and developed global brand identities from the ground up while collaborating with 7 international sister offices to align client priorities, objectives and resources for a project's success. Traveled and presented creative to C-suite executives on-site and at buy-in developed 17 data-driven strategy sessions and 23 client interactive workshops.
+ Lead and developed 9-person design team, drove concepting and pitch development determining the visual strategy and design rationale that's presented to clients while collaborating with producers to manage project timelines and ensure quality and consistency is maintained across multiple active jobs.
+ SoFi Stadium Brand Identity. 360 system encompassing identity, environment, uniforms and wayfinding for the $5.5B SoFi Stadium and Entertainment District, home to the Los Angeles Rams and Chargers. Built alignment around the strategy, design and execution of the project with 24 separate stakeholders including a final presentation with billionaire owner Stan Kroenke.
+ Apple Claris Brand Identity. Rebrand of the classic database application for business users that's achieved a record of over 20 consecutive profitable quarters since launch.

Troika | Creative Director
Los Angeles, January 2016 - April 2019

+ Directed multiple flagship projects simultaneously which leveraged strong conceptual thinking and a distinct point of view while articulating that unique concept compellingly to the client. Managed both in-house and remote global freelance and live production on-air graphics teams of 5-25 direct reports for global brands, including 3D-heavy live sports events (Super Bowl, Olympics, etc.)

+ Exercised creative vision to identify proactive business opportunities independently that resulted in newly awarded work while operating in a fast-paced environment. Managed client feedback and ensured it was distilled clearly to teams while keeping it aligned with project goals and budget constraints.

+ Mentored and managed a 12-person multidisciplinary creative team where a collaborative environment that encouraged creative growth, storytelling innovation and a high standard of excellence was built. Partnered with LK on hiring, onboarding, performance management and development plans.

+ ESPN ACC Network Launch and ESPN SEC Network Rebrand. 360 Brand systems developed for each conference's multiple on-air and digital platform channels on a simultaneous production timeline (including 450 live events) while collaborating with 14 3D artists, making this ESPN's largest ever creative endeavor. Networks opening week averaged 4.8 M viewers in primetime, 1.9 M in the 25-54 demo.

+ League of Legends 2016 World Championship. eSports experience that included an evergreen motion package and a 75 camera projection system integrating tournament game play into one unique live event experience on the Staple Center's court in real time. 43 M people watched finals, up from previous record of 36 M. Won Bronze at the Clio Sports Awards and Honorable Mention at the Cynopsis Sports Awards.

+ Tegna Rebrand. 360 Branding for 68 station national network that accounts for 39% of the U.S. market. Partnered with 12-person Tegna team and in 3 months rebrand increased viewership 20% while sustaining local market brand loyalty. Rebrand was named one of the Top 10 Rebrands of 2018 by Promax.

+ Hulu Rebrand. Cross-platform branding that unified the Hulu experience at every touch-point including web, digital advertising, mobile, print and broadcast.

loyalkaspar | Creative Director
New York City and Los Angeles, January 2012 - December 2015

+ Managed multiple global brands and campaigns that were channel agnostic and deeply integrated between all touch-points and product experiences. Built and sustained client relationships through trust and positioned the company as a creative thought partner and advisor.

+ Continuously improved studio creative, problem-solving methods and best practices by establishing scalable workflows and implementing new project management programs, strategies and culture. Reviewed, refined and approved creative throughout project life-cycles maintaining a high bar for originality, clarity, craft and strategic alignment.

+ Led and managed 9-person design team at the newly launched Los Angeles office of LK. Guided teams to business solutions that were strategically grounded, culturally relevant and built to perform. Mentored teams to strengthen their concepting, storytelling and presentation skills with actionable feedback.

+ CNN The Sixties "TV Revolution" Tease. Won Global Excellence Gold, North American Excellence Gold and North American Excellence Bronze for art direction/design at the 2015 Promax Awards.

+ NBC Universo Network Launch. Debuted as most-watched network among Hispanic adults 18-49 (regardless of language) first day on air. Won best network launch at 2015 Faxies.

+ Hallmark Channel Rebrand. Boosted network viewership to reach 50M distribution benchmark.

+ Fox Sports 1 Network Launch. Historic launch made FS1 the fastest growing sports network in the U.S.

+ Promax Global Excellence Agency of the Year. Integral part of creative leadership that won this award.

Awards

+ Honored with numerous awards from the Clio Sports Awards, Cynopsis Sports Awards, Promax Global Excellence Award, Promax North American Excellence Award, Promax Global Excellence Agency of the Year Award, Promax Gold, Silver and Bronze Awards, 365: AIGA Annual Design Competition 30, Logo Lounge 2, 3, 4, Print's Regional Design Annuals, Print's Best Letterheads & Business Cards, How Magazine, Graphic Design USA Awards and twice featured in Creativity Magazine.