






# ARSLAN LEE

Driving Strategy, Creativity & Impact

## CONTACT


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-  604 808 5707
-  British Columbia, Canada

## PORTFOLIO

-  ayldesigns.com

## SKILLS

### TECHNICAL

-  Photoshop
-  Illustrator
-  Indesign
-  After Effects
-  Premiere Pro
-  Figma
-  Websites
-  Ai

## EDUCATION

**SIMON FRASER UNIVERSITY**  
*Bachelor of Arts*  
Interactive Arts & Technology

## ABOUT ME

Seasoned designer with 10+ years of experience across multiple industries, bringing a diverse skill set and a sharp eye for detail. Highly organized and adept at managing clients, while collaborating effectively with marketing and sales teams to achieve business goals. An ambitious problem-solver who thrives on challenges, with a passion for leadership, creativity and driving meaningful impact.

## EXPERIENCE

### SENIOR MANAGER, BRAND & DESIGN | TTG CANADA

*April 2022 – August 2025*

- Promoted growth and streamlined workflows with designers
- Reviewed production files and liaised with production
- Integrated with the marketing and sales teams
- Trained custom AI model
- Oversaw projects from concept to execution
- Ran design and PowerPoint workshops to elevate the team

### MANAGER, BRAND & DESIGN | TORQUE STRATEGIES

*March 2019 – April 2022*

- Designed event marketing and branding graphics both digital and print for sports event industry
- Designed apparel branding and mock-ups for merchandise
- Designed various types of packaging and templates
- Designed print production artwork and large format printing for stadium scrims and billboards
- Utilized both strategic thinking and creative execution to create designs that resonated with audiences and elevated brands

### GRAPHIC DESIGNER | GREAT CANADIAN GAMING CORPORATION

*March 2017 – March 2019*

- Designed promotional graphics for both digital and print
- Adhered to brand standards for each casino property
- Integrated within property-level marketing teams
- Delivered creative solutions under tight timelines
- Created promotions from F&B, Table Games, Slots, horse racing, Chinese New Year, comedy shows and concerts.

*References available upon request.*