



ARSLAN LEE

Driving Strategy, Creativity & Impact

CONTACT

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PORTFOLIO

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SKILLS

TECHNICAL

- Ps Photoshop
- Ai Illustrator
- Id Indesign
- Ae After Effects
- Pr Premiere Pro
- F Figma
- 🌐 Websites
- 🌀 Ai

EDUCATION

SIMON FRASER UNIVERSITY

Bachelor of Arts

Interactive Arts & Technology

CAREER OBJECTIVE

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

Mentored and managed graphic designers, guiding their growth while overseeing projects from concept to execution. I focused on fostering creative growth, streamlining workflows, and ensuring that every design balanced strategic thinking with visual impact, resulting in work that resonated with audiences and elevated the brand. Researched Ai platforms and tools and trained custom ChatGPT spaces. Additionally, I ran workshops to elevate the broader team (sales and marketing) and enable them to create more polished and professional deliverables.

MANAGER, BRAND & DESIGN | TORQUE STRATEGIES

March 2019 – April 2022

At TORQUE Strategies, I led both digital and print projects for clients including Canada Media Fund, Rugby Canada, World Juniors Championship, Save-On-Foods, espnW, and YYC. I also collaborated closely with HSBC Canada Sevens, developing branding and conceptualizing the overall look and feel of the event. My work blended strategic thinking with creative execution, resulting in designs that resonated with audiences and elevated brands.

GRAPHIC DESIGNER | GREAT CANADIAN GAMING CORPORATION

March 2017 – March 2019

I designed promotional graphics for over 20 casino and hospitality properties province-wide. This role required balancing consistency with flexibility—adapting corporate brand standards to meet the unique needs of each property. I collaborated closely with property-level marketing teams and corporate stakeholders, translating their promotional goals into engaging visual campaigns. From event posters and in-casino signage to digital assets, I delivered creative solutions under tight timelines while ensuring alignment across all marketing channels.

During my time at GCGC I also worked on promotions ranging from F&B, Table Games, Slots, horse racing to Chinese New Year, comedy shows and concerts.