

BEN LEE

artist + designer + creative

**PORTFOLIO SAMPLE**

BRANDING



**Client:** Big Head Productions

**Project:** logo

**Responsibilities:** illustration, design

**Background:**

Big Head Productions is a Small Press comic publisher. Asian owned, in regards to the Korean characters on the mark's forehead, which translates to, "dream". Both the name and Korean character inspired by the founder who reflects how as a kid got made fun of by the size of his head. In addition, always the dream to create art and stories as a career. Taking those elements to heart, built this creative around those ideas.



**BIG  
HEAD  
PRODUCTIONS**

**#2**  
**\$3.99**

**RATED  
MR**

SUGGESTED FOR  
MATURE READERS.

# Lost IN THE Middle



**BIG  
HEAD  
PRODUCTIONS**

**#1**  
**\$3.99**

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**BIG  
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# Los Middle





**Client:** Head for the Cure Foundation

**Project:** Annual Branding

**Responsibilities:** design

**Background:**

Every year the Head for the Cure Foundation creates an annual theme for the year's events and activities. This particular year, one member of the Client team spoke to how they envisioned something, "vintage".

From there, working with the Client, this was the result.





stack<sup>TM</sup>  
powered by **ProMax**

**Client:** ProMax Unlimited  
**Project:** 'stack' product branding  
**Responsibilities:** design

**Background:**

ProMax was unveiling their new flagship product, Stack, their new CXM software for their industry. My responsibility was to take creative made and take it to approval. For my part, I tweaked the mark and the typeface. In regards to the typeface, what was initially presented to me was done a system font, and I pitched something where I thought the letter forms reinforced the idea of a "stack".

# KOREAN FOLKLORE™

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## 민속학

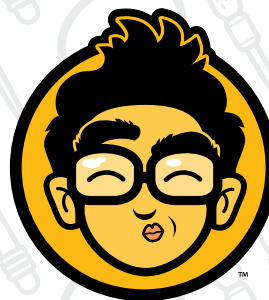
**Client:** Ben Lee

**Project:** 'Korean Folklore' logo

**Responsibilities:** branding, graphic design

**Background:**

The branding for my enamel pin series, Korean Folklore. Given the inspiration for the series, creating the brand for the product, brush strokes seemed appropriate & encapsulated the theme for the work.



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