

BEN LEE

artist + designer + creative

PORTFOLIO SAMPLE

PRODUCT DESIGN

Client:

Ben Lee

Project:

'Skulltrooper' Soft Enamel Pin

Responsibilities:

illustration, graphic design

Background:

Skulltrooper™ was born out of an idea to mod a blank vinyl art toy, but struggled as to what/how to mod the blank figure. Then realized, popular among artists in the space at the time were skeletons and Stormtroopers. So the idea to do a mash-up seemed natural.

Somewhere along the way I found myself taking my turnaround art, and manufacturing an enamel pin around the concept.



Client:	Ben Lee
Project:	'Korean Folklore' Soft Enamel Pin Series
Responsibilities:	illustration, branding, graphic design

Background:

Being first generation for my family in the United States, I had mused that others born into a heritage, like myself, often lose touch with that heritage as they grow older. And I was wondering how I could challenge this and reconnect myself to my heritage.

I didn't know where to begin, I thought being a self-proclaimed 'geek' I would start with folklore. And as I researched tales from Korean history, these character images started to appear in my head. I put pen to paper, and Korean Folklore was born.

I opted to give the form through enamel pins because that product class was one I have always been a fan of. And the art just seem to lend itself to it. But with the art, designed the branding & backing card. But what differed here from previous pins I've done, I went with a double-sided backing card because I wanted to include a short summary of each tale I produced.

Pictured here: Joseung Saja



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Pictured here: Dokkaebi



Client: Legion M Entertainment

Project: 'Investor' T-Shirt Design

Responsibilities: illustration, design

Background:

Every now and again Legion M produces a t-shirt exclusively for their investors for sale. And always mimicked popular Hollywood branding. For this project the challenge was to create a homage to the company logo for Lucasfilm Ltd.



Client: Legion M Entertainment

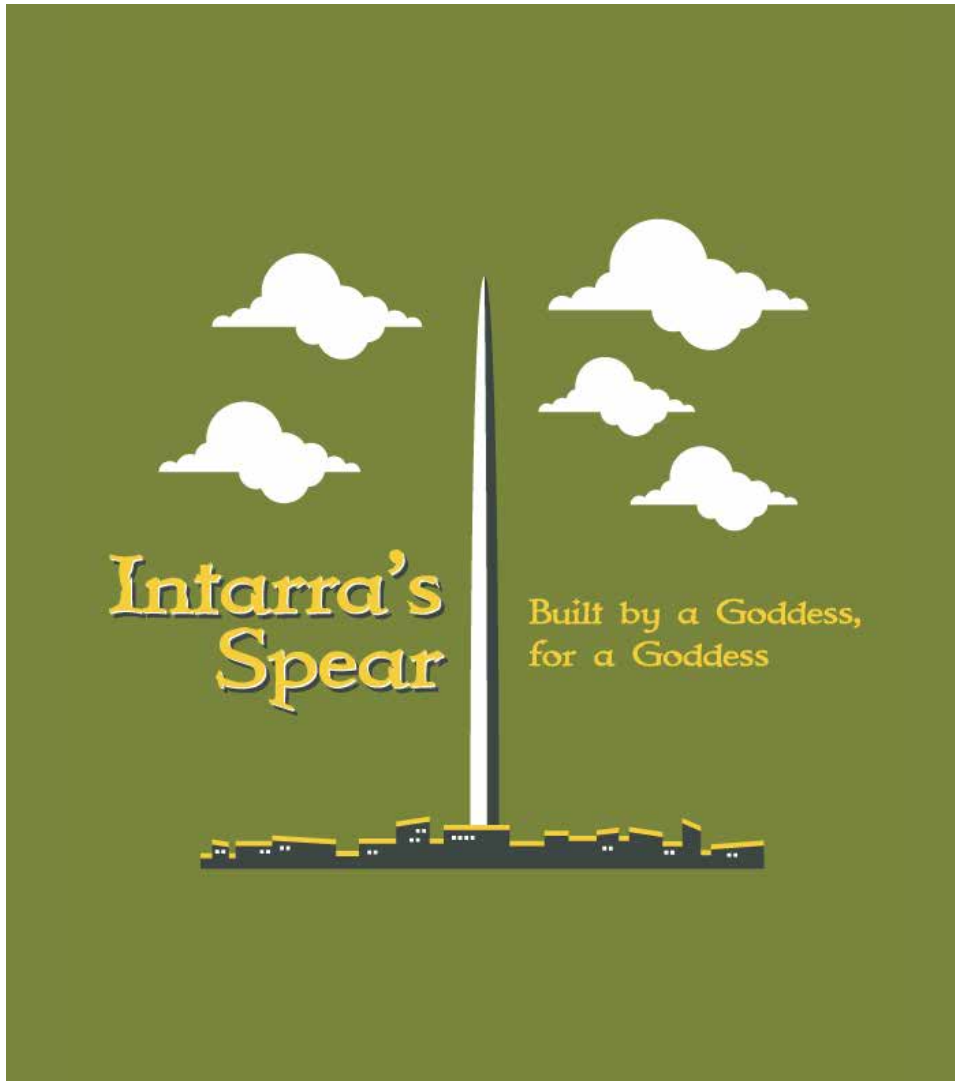
Project: 'The Emperor's Blades' T-Shirt Designs

Responsibilities: illustration, design



Background:

Legion M acquired the film and TV rights for the novel series, THE EMPEROR'S BLADES, with it, Legion M wanted to create a series of t-shirts. The initial concept from the client was to take places and elements from the books and create 'travel poster' concepts for the merchandise.



Client: Legion M Entertainment

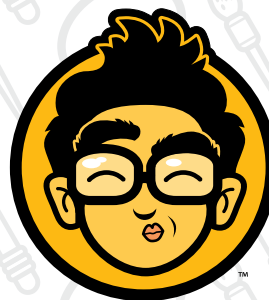
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