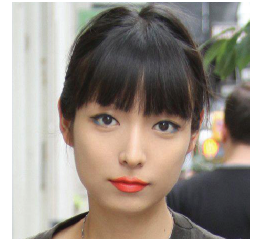




HEIDI LEE

CONTACT@HEIDI337.COM @HEIDI_337



EDUCATION

2012-2013 Millinery, Fashion Institute of Technology, New York, NY

2000-2005 Bachelor of Fine Arts, Bachelor of Graphic Design, Rhode Island School of Design, Joseph G. Reynolds Academic Scholarship, Providence, RI

AWARDS

2021 U.S. Design Patents, Pat. D909,015 S and Pat. D909,017 S

2021 New York City Artist Corps Grant, New York Foundation for the Arts, New York, NY

2012 Metropolitan Museum of Art Costume Institute Accessory Design Award, New York, NY

EXPERIENCE

2022-Present **PARSONS SCHOOL OF DESIGN** AAS FASHION MARKETING & COMMUNICATION ADJUNCT PROFESSOR, New York, NY
Taught required Core Course in Associate of Applied Science Degree Program: Visual Communications LAB 2, centering on the fundamentals of communication strategy, exploring the relationship between brand, product, audience, and the role of marketing and communication practices in social, cultural, and economic trends in the fashion industry.

2022-Present **92NY ART CENTER** VISUAL ARTS PORTFOLIO PREP AND TEEN FIGURE DRAWING INSTRUCTOR, New York NY
Taught and guided rising middle school and high school seniors how to develop realistic rendering skills, improve character anatomy in figure drawing, and explore the mediums of graphite, charcoal, conté, and collage, while working with timed poses of quick sketches to fully realized drawings. Each student's individual interests and educational goals were addressed in tailoring finished projects showcasing their skills and passions to form a competitive portfolio for admissions to top art and design colleges or specialized visual arts high schools like LaGuardia, Frank Sinatra, and High School of Art & Design.

2020-Current **INTERNATIONAL CENTER OF PHOTOGRAPHY** INTERNATIONAL ADVISORY COUNCIL, New York, NY
Nominated and chosen based on scholarship, independence, and impartiality to be part of a Board of diverse, established individuals with broad expertise and skills in the visual arts, to become ICP "Ambassadors" who support, advocate, and promote the work and vision of ICP as an institution and to serve as a guiding body and resource to both the Board of Trustees & to ICP's senior leadership.

2020 **NATIONAL ARTS CLUB** JURY, New York, NY

Invited by NAC Fashion Committee Chairs to be 1 of a 3 jury panel (Jeffrey Banks and Darrell Thorne) for their Bonnet Bash "Fire and Ice" themed Hat Competition to select 3 winners from about 200 submissions.

2017-Current **NEW YORK UNIVERSITY** CENTER FOR APPLIED LIBERAL ARTS ADJUNCT PROFESSOR, New York, NY
Taught Pre-College Course "Intro to Fashion Design in NYC" at School of Professional Studies, wrote Letters of Recommendation for students that got accepted into Universities, and developed Curriculum for the following Courses: "Fashion Accessory Design: From Head to Toe & Hats to Shoes," and "Futuristic Fashion: Exploring the Intersection of Fashion & Technology."

2014-2015 **MUSEUM OF ARTS AND DESIGN** INSTRUCTOR, New York, NY

Taught Workshops based on the art of folding, origami, and troublewits/paper magic, where Teens created Hats that can be worn and transformed three different ways, like a kinetic toy; in conjunction with the MAD Biennial curated by Jake Yuzna and Glenn Adamson, and Teen Night @MAD in celebration of Japanese Kōgei | Future Forward Exhibition, curated by Yūji Akimoto (over 120+ Teens attended).

2014 **BEAM CENTER** INSTRUCTOR, Brooklyn, NY

Led children ages 6-12 in hands-on projects for a week session exploring the theme of Multiples from ways to produce patterns, objects, and versions, en masse. Beam Center empowers youth development and learning with creation, collaboration, and educator professional development.

2014 **BROOKLYN MUSEUM** INSTRUCTOR, Brooklyn, NY

MAKE: Hats with Heidi Lee Led a sold-out Class of 50 people in creating a Hat or Fascinator at the Rubin Glass Pavilion, celebrating The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk Exhibition, curated by Thierry-Maxime Loriot. This Workshop welcomed both men and women of all ages, and included an instructor-led tour of the Exhibition.

2008-Current **HEIDI LEE** FOUNDER, New York, NY

Featured in: VOGUE, V, W, Visionaire, Dazed & Confused, MTV, SHOWStudio, NYT, New York Magazine, New Yorker, Creator's Project, etc.

Clients Include: Beyoncé, JLO, Billy Porter, Pat McGrath, Anne Hathaway, Madonna, G-Dragon, Lady Gaga, Missy Elliott and Lauryn Hill

2007-2008 **SHVO** PRINCIPAL DESIGNER, New York, NY

Created Graphic Presentations, Books, Magazines, Flyer E-Blasts, and a Corporate Identity System, for this multimillion dollar, luxury, real-estate marketing and development firm for their office headquarters in NYC, London, and Dubai. **Projects include:** Armani Casa, Gramercy by Philippe Starck, W Downtown, Jade by Jade Jagger, 650 Sixth Avenue, Amangiri (Utah), Nizuc (Mexico), Zaya (Dubai), etc.

2007 **FABRIC WORKSHOP AND MUSEUM** PRINTMAKING + SILKSCREENING APPRENTICE, Philadelphia, PA

Assisted project production for artists-in-residency: Trenton Doyle Hancock, Ed Ruscha, Shahzia Sikander, and Alex Da Corte. Taught students, utilizing various silk-screening techniques. FWM is the only museum in the U.S. that collaborates with internationally-renowned artists in the medium of textiles and beyond.

2006-2007 **SPARKS** DESIGNER, Philadelphia, PA

Worked on multi-disciplinary projects designing Experiential Events, Parties, and Exhibitions, for Fortune 500 clients such as Google, Microsoft, adidas, Puma, and Xerox, which led to peak sales (increased revenues) throughout tenure. Sparks is included in Event Marketer Magazine's Agency Hot list.

SELECTED EXHIBITIONS

2022 "ITP/IMA THURSDAY NIGHT TALKS: HEIDI LEE" NYU Tisch, Brooklyn, NY

2022 RÄUME 3 DEPARTURE Group Exhibition for Berlin Art Week curated by Alina Mann, Flughafen Tegel 1, Berlin, DE

2022 Fashion for Bank Robbers Exhibition curated by Carina Shoshtary, Maximilians Forum, Munich, DE

2018-2019 Hats off to Hats: From 1750-Present, curated by Liza Snook, Spielzeug Welten Museum, Basel, CH

2019 Amongst Friends: Lana Turner and Dario Calmese, Charles H. Wright Museum of African American History, Detroit, MI

2017-2018 3D Fashion presented by Lexus Germany, curated by Christoph Völcker of Voxelworld and Jonas Klingenstein, Platform Fashion, Areal Böhler, Düsseldorf, DE

2018 Crystal Atelier of the 21st Century, Wall of WOW, curated by creative director Giovanna Battaglia Engelbert, Swarovski Manufaktur, Wattens, AT

2017 The World is Your Dressing Up Box, curated by Bryony Windsor, National Centre for Craft and Design, Arts Council England, Lincolnshire, UK

2017 New York, New Work: Fashion and Art Exhibition, curated by Urara Muramatsu, H.P.France, Lumine 0, Shinjuku, Tokyo, JP

2017 E.S.P. TV, Daytime Viewing, curated by David Everitt Howe, Pioneer Works, Brooklyn, NY

2016-2017 It's My Derby, curated by Chris Goodlett, Kentucky Derby Museum, Churchill Downs, Louisville, KY

2016-2017 Threads of History: 200 Years of Fashion, curated by Rafael Brauer Gomes; "The Milliner" directed by Meagan Cignoli of Visual Country and commissioned by SCAD President & Founder Paula Wallace, SCAD FASH Museum of Fashion + Film, Atlanta, GA

2015-2016 Silicon Valley Fashion Week sponsored by Betabrand & Zappos, curated by Mustafa Khan, San Francisco, CA

2015 "H E I D I L E E Talks at Google" Googleplex, Mountain View, CA

2015 World Maker Faire, New York Hall of Science Museum, Flushing Meadows Corona Park, Queens, NY

2014-2015 3D: Printing the Future, curated by Sarah Baines, Science and Industry Museum, Manchester, UK

2014 NYC Makers: The MAD Biennial, curated by Jake Yuzna and Glenn Adamson, and Hardcover Book published by Museum of Arts and Design, New York, NY

2014 The National Arts Club, curated by Co-Chairs of NAC Fashion Committee Nina Urban and David Zyla, New York, NY

2013 Arnhem Mode Biennale M°BA 13 | Fetishism in Fashion; 3D Atelier, curated by Anush Martirosian of Ground3D, and Lidewij Edelkoort, Arnhem, NL

2013 Jouet, Philomathean Gallery, University of Pennsylvania, Philadelphia, PA

SPECIAL PROJECTS | PUBLICATIONS

Beyoncé Renaissance "I'm That Girl" creative directed by Andrew Makadsi, Hollywood, California, 2022

NYCGO Lights Up on New York City, directed by Allie Avital of SMUGGLER, NYC & Company, Punch Projects, New York, NY, 2021

TRENDBOOK Texworld Evolution Paris AW22-23 by 2G2L Paris, Messe Frankfurt Publications, Le Bourget, Paris, FR, 2021

MAZZO, Cover story by Elena Kuksina, Lubavich Printing House, St. Petersburg, RU, 2021

Emmy Award-winning The Apollo: The Soul of American Culture, directed by Roger Ross Williams of United Talent Agency, HBO Documentary Films, White Horse Pictures, Harlem, NY, 2020

A Technicolour Odyssey, directed by Pat McGrath Labs, Selfridges Window Display, London, UK, 2019

Basic Magazine, Identity Issue, Houdini of Hats by Kimberly Haddad, Basic Media, Beverly Hills, CA, 2019

Susanne Bartsch: On Top, directed by Anthony Caronna & Alexander Smith, No Weather, The Orchard, New York, NY, 2018

AND Fashion Underground: The World of Susanne Bartsch Hardcover Book by Valerie Steele, Melissa Marra

& Waleed Khairzada, Yale University Press, New Haven, CT, and The Museum at FIT, New York, NY, 2015

SURFACE, Artist Feature by Ibrahim Tewfik and Tiffany Jow, Surface Media, New York, NY, 2017-2018

The Late Show with Stephen Colbert, HBO Search Party's John Early, CBS, Spartina Productions, New York, NY, 2017

Terrific Fashion Hardcover Book by Cristina Morrozi, published by 24 ORE Cultura, Museo delle Culture di Milano, Milan, IT, 2016

Harper's Bazaar, White Guard Cover Story by Carine Utegenova, TOO Partners Media Group, Nur-Sultan, KZ, 2016
RISD XYZ, Change, Lane Press, Burlington, VT, and Rhode Island School of Design, Providence, RI, Fall Winter 2015/2016
Talks at Google, Googleplex | Garage Lab, Mountain View, Silicon Valley, CA, 2015
New York Magazine, The Everything Guide to 3-D Printing Your Life by Emma Whitford, Jason Feifer & Lauren Schwartzberg, New York Media, New York, NY, 2015
H E I D I L E x UNDISCLOSED, New Inc. Demoday, New Museum, New York, NY, 2015
Agenda Design 1, I, the I, One am by Manja Unger-Büttner, Alliance of German Designers (AGD), BUNTESAMT, Berlin, DE, 2015
Fashion Police, What the Fashion, hosted by Joan Rivers, and Kelly Osbourne, E! TV, Wilshire Studios, Los Angeles, CA, 2014
PUNK, directed by Drew Arnold of Good Company, SHOWstudio, Nick Knight, London, UK, 2014
Karakasa Obake, directed by Jon Santos of Common Space, A Shaded View of Fashion, Diane Pernet, Paris, FR, 2013
Wearing the Lost Generation, Nouveau Classical Project, Gertrude's Paris Festival, curated by artistic director Laura Kaminsky, Leonard Nimoy Thalia Theatre, Symphony Space, New York, NY, 2012
CéCi, Global Girls, Big Apple, Hatmaker by You Jung Min, JoongAng Group, Gangnam, Seoul, KR, 2012
Gallery Girls, All Tomorrow's Parties, End of Century Gallery, Bravo, Magical Elves Productions, New York, NY, 2012

SKILLS

LANGUAGE Bilingual, Fluent in English and Korean, proficient in French

COMPUTER Mac & PC MS Office, Adobe Creative Suite, Final Cut Pro, Keynote

ART DIRECTION GD, 2D, 3D Design, millinery, fashion design, croquis sketching, illustration, painting, collage, mixed media, patternmaking, sewing, silk-screening, styling, photography, retouching, excellent craft, presentation skills, concept development, typography, packaging, bookbinding, printmaking, corporate identity, exhibit + experiential design, trend forecasting.

PERSONAL Punctual, self-disciplined, and hardworking; able to multitask and handle high stress situations in a calm, objective manner. Passionate about music, literature, fashion, film, and youth subculture.