

ISABELLE FIGUEIREDO LEE

Creative Strategist · Brazil and Latin America

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Portuguese native · Spanish fluent · English fluent · Korean TOPIK 4

Creative strategist and designer for brands selling to Brazil and Latin America. Native Portuguese, fluent Spanish and English, working Korean. I write hooks, brief and edit short-form video, and use retention and comment data to decide what to make next. My background is user research and product design, so my concepts start from interviews and real audience behavior.

EXPERIENCE

Creative Strategist & Designer, Freelance

2025 to present

Ecommerce and creator work for Brazilian and Korean audiences

- Plan and produce short-form ad creative for an online football jersey store, from audience research and hook to script, edit and final cut for Meta and TikTok.
- Grew my own creator account past 3,000 followers with talk-to-camera videos for Brazilians on TikTok, Reels and Shorts.
- Ran a hook test on a new channel where only the first three seconds changed between versions. The winning hook passed 900 views with fewer than 10 followers.
- Made listing images and promoted creative for my own Shopee store.
- Use Midjourney, Nano Banana and Claude for trend scans, hook drafts and visual variants. I make the creative decisions and write, design and edit the final work myself in Premiere Pro, After Effects and CapCut.

Product Designer & UX Researcher, KONDA

2024 to 2026

Pre-seed EdTech connecting Korean beauty educators with Latin American students

- Ran research on both sides of the market, with 200 survey responses from Brazil, Mexico, Colombia and Argentina and 32 interviews with Korean educators.
- Found that students trusted a course mainly because the educator was really Korean, so I made the educator's face and verified identity the lead in every ad and in the product.
- Wrote and edited Portuguese and Spanish ads for Meta and TikTok to recruit beta users and see which message worked in each country.
- Designed the brand identity, a short brand manual, the student journey and the enrollment and mentoring flows.

Design Lead, TrashRush

2025

Hanyang University and Ansan City Hall · industry project with a real public sector client, team of two

- Led research with 20 in-depth interviews and 74 survey responses from foreign residents.
- Shipped a working prototype with usage tracking. After 34 of 40 users dropped in the first week, I redesigned how the app brought people back, and 7-day retention went from 15% to 45% with the same group.
- Delivered the user journey and a service blueprint showing what the city would need to run.

Illustrator & Graphic Designer, Freelance

2023

- Editorial illustration, book covers, campaign posters and an illustrated card deck.

LEADERSHIP

- Led every group project in Hanyang's industry program, owning scope, deadlines and the client presentation.
- Student council and Design Academic Center member at UNESP.

SKILLS

Creative strategy · hooks, scripts, creative briefs, format testing, audience research

Video and motion · Premiere Pro, After Effects, CapCut, frame-by-frame animation

Design · Figma, Photoshop, Illustrator, InDesign, illustration, brand identity

Research · interviews, surveys, usability tests, prototype tracking

AI tools · Midjourney, Nano Banana, Google AI Studio, Claude

EDUCATION

M.A. Communication Design, Service Design track · Hanyang University

2025 to present

Global Korea Scholarship

B.A. Graphic Design · UNESP

2023

Final project was a frame-by-frame animated short