

JYHEELY

JAEHEE LEE

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# GRAPHIC DESIGNER PORTFOLIO

ILLUSTRATION

BRANDING

GRAPHIC DESIGN

UX & UI

IDENTITY DESIGN



JAEHEE LEE (JADEN)

Hello! I am a beginning graphic designer originally from South Korea and currently residing in Toronto, Ontario. Having an undying love and passion for art and design, I have studied illustration and graphic design in New York City and Barrie.

Being a recent graduate, I aim to start my career in areas such as branding, marketing, illustration, and UX/UI design fields with the strengthened knowledge and skills I have gathered within these past three years. I hope you enjoy my portfolio!

ICONOCLAST  
BRANDING

BUTER  
BRANDING, UI DESIGN

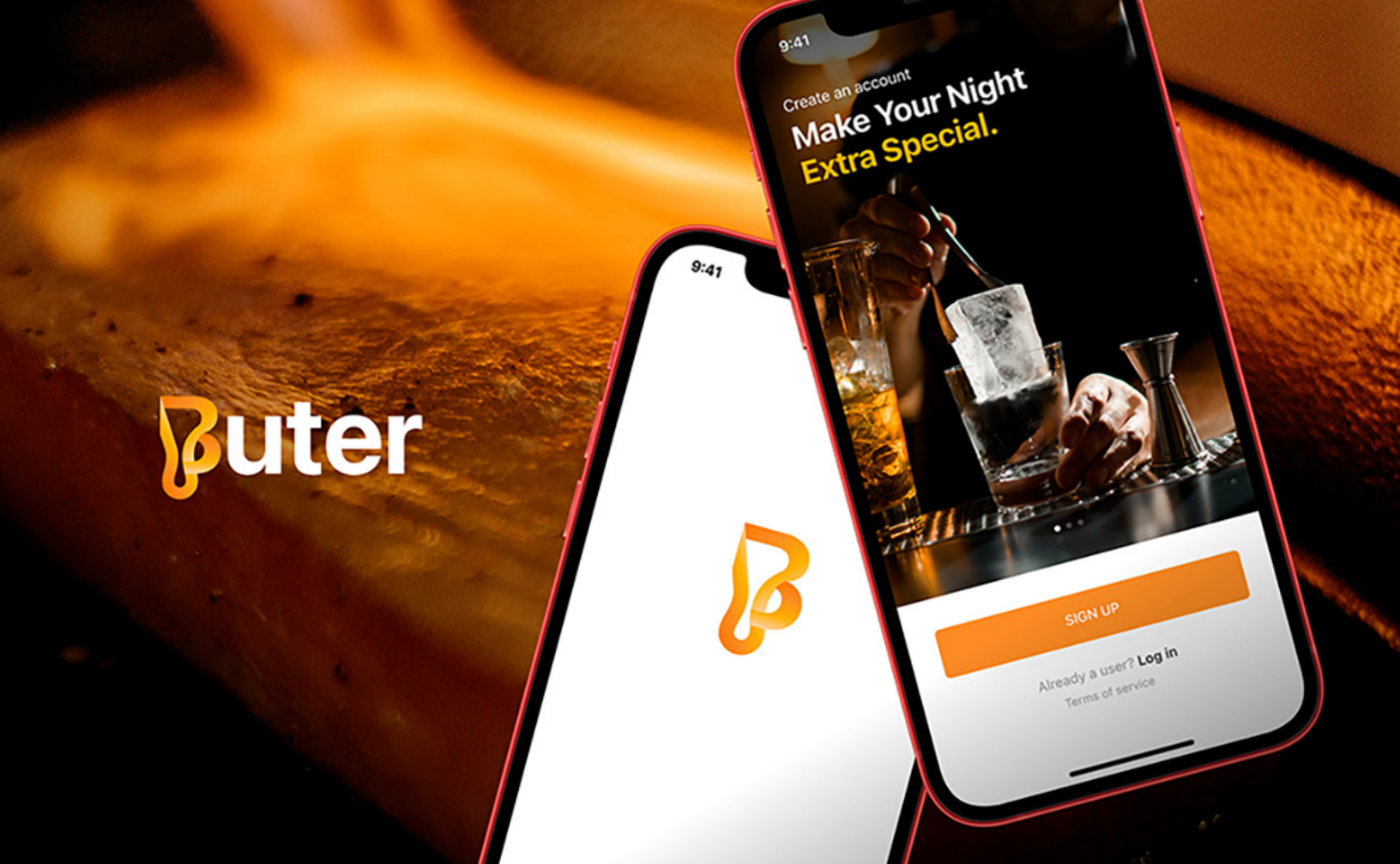
BAD AMY’S HOT SAUCE  
PACKAGE DESIGN

NARCY  
BRANDING



**FULL VERSION** →





## Why Buter?

"When I just moved to New York by myself, I did not know anything and did not know where to go in that big city.

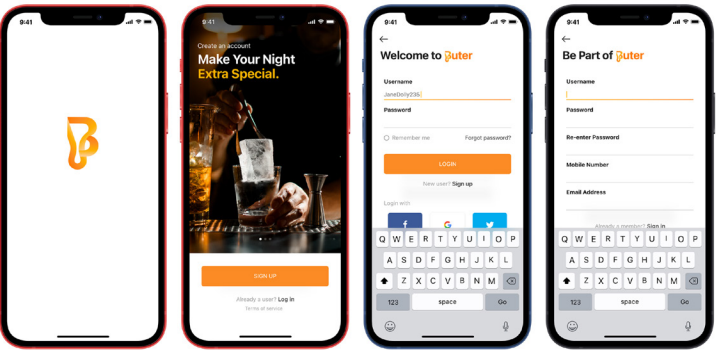
I used to spend hours browsing on different restaurants and cafes to explore. Still, I believe that there were many missed opportunities in finding amazing hidden spots.

Nowadays, finding a place with a relaxing atmosphere and good food is harder than ever. Buter is not only a restaurant booking application, but also a combined reflection of my personal experiences and struggles as a food lover in foreign cities."

JaeHee Lee  
Graphic Designer

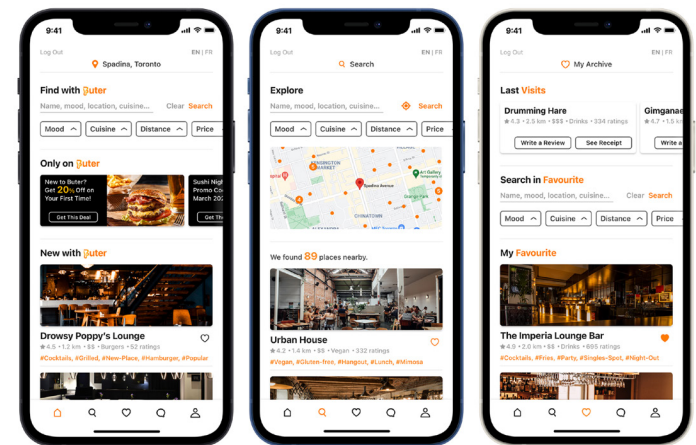
### Be Part of Buter!

Buter offers endless promotions and benefits just by having an account. No membership or subscription is needed to enjoy your life!



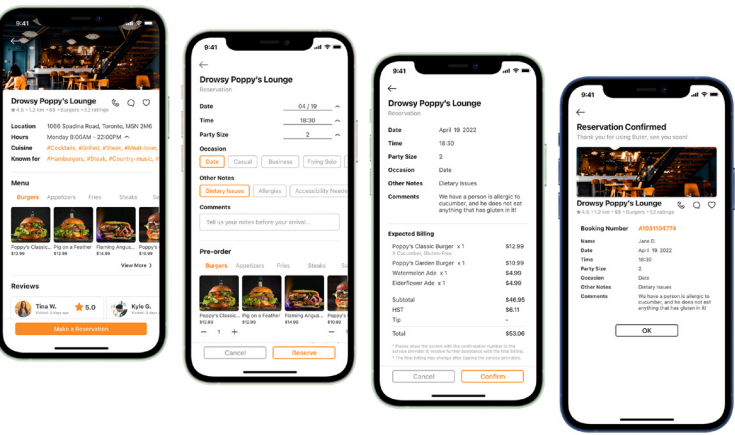
### Explore, Find, and Go with Buter!

No more back and forth, spending hours on searching where to go and what to eat. Buter helps you find a list of spots with your preferences and needs!



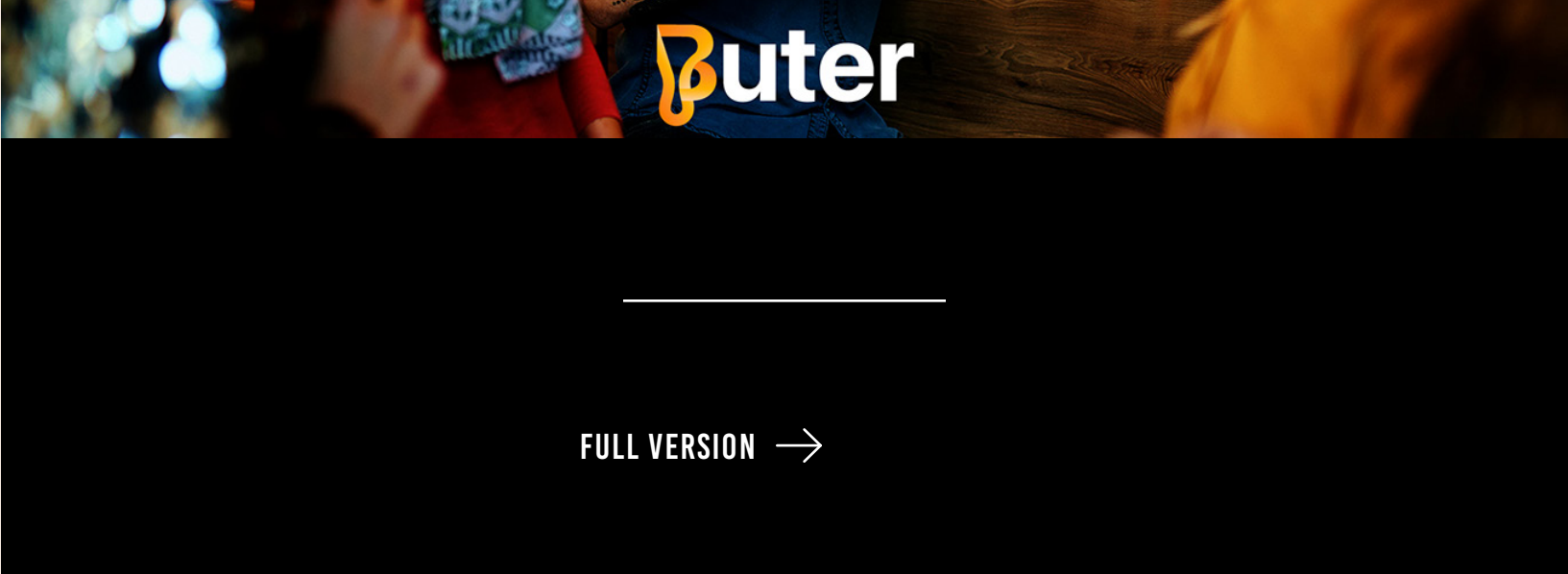
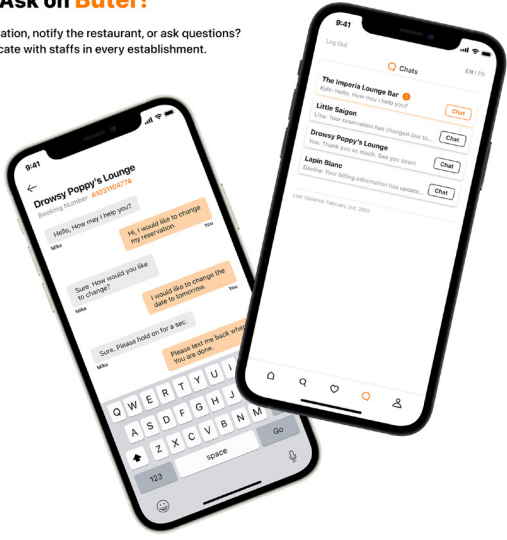
### Tap, swipe, and ready with Buter!

Have you ever gotten anxious or lazy to call the restaurant to ask questions or book reservations? Buter gets the job done with few taps and swipes!



### Have Questions? Ask on Buter!

What if you have to change reservation, notify the restaurant, or ask questions? Buter helps you directly communicate with staffs in every establishment.



FULL VERSION →



POSSESSED BUFFET  
presents

Bad Amy's  
Hot Sauce



FULL VERSION →





FULL VERSION →



THANK YOU