

EDUCATION

09. 2012-  
04. 2017

**Art Center College of Design, Pasadena, CA**

Bachelor of Fine Arts in Graphic Design  
with an emphasis in Visual Interaction Design

01. 2017-  
04. 2017

**HP Sponsored Project**

Collaborated in a team with two product design students and a graphic design student to create a concept product, user experience, and user interface for the future of computing.

01. 2016-  
04. 2016

**Mattel Sponsored Project**

Collaborated in a team with a product design student and a graphic design student to create concept product, retail concepts, advertising campaigns, and brand strategy for the future of Hot Wheels brand.

03. 2016

**ADP Designstorm**

Designstorm Participant  
Selected to participate for a 3-day workshop to develop user experience for future of payment systems.

EXPERIENCE

11. 2017-  
current

**Meredith Xcelerated Mktg Corp, Culver City, CA**

Art Director  
• Participated in design pitches for clients such as Sony, Hulu and Culturelle. Created concepts and visual executions for digital brand experience and multi channel campaigns.  
• Created visual executions for the digital campaign of *The Looming Tower* by Hulu.

08. 2017-  
10. 2017

**High Lantern Group, Pasadena, CA**

Freelance Designer  
Designed a responsive website for EasyCare Academy.

06. 2016-  
09. 2016

**The Agency Creative, Beverly Hills, CA**

Contract Digital Designer  
Produced digital projects including responsive websites, social assets, e-mail and banner ads for luxury lifestyle company brands.

07. 2015

**Capital One, San Francisco, CA**

Brand Workshop Participant  
Collaborated in brainstorming and developing a brand identity for a new credit card line in Capital One's brand workshop.

05. 2015-  
08. 2015

**Propelland, San Francisco, CA**

Design Intern  
• Analyzed secondary research, defined user persona, developed navigation architecture, user flows, wireframes, and developed visual direction options for a responsive website of *Travelers* magazine by Condé Nast.  
• Researched consumer and market trends, developed visual direction options, and designed the presentation for the android activity tracking device pitch.  
• Redesigned Propelland's portfolio.

RECOGNITION

09. 2016

**Adobe Design Achievement Awards**

ADAA Finalist  
Shift Focus, Motion Design

04. 2016

**Mattel Inc.**

Featured in Mattel's Headquarters  
Hot Wheels Boost, Brand Strategy

01. 2016-  
04. 2016

**Art Center Student Gallery**

Selected for exhibition:  
Shift Focus, Motion Design

SKILLS

**Design**

Brand Identity  
UX/UI Design  
Visual Design  
Motion Graphics  
Editorial Design

**Software**

Proficient in:  
Photoshop  
Illustrator  
InDesign  
After Effects  
Cinema 4D  
Keynote, Sketch

Familiar with:

Premiere  
HTML  
CSS  
PHP  
Processing

**Design Research**

Brand Analysis  
Competitor Analysis  
Benchmark Analysis  
Trend Analysis  
User Research  
User Flow  
Wireframing

**Art and Craft**

Drawing  
Acrylic Painting  
Oil Painting

**Languages**

English  
Korean