

# HYUN SEO YOO

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**EDUCATION** Pratt Institute / New York, USA / 2010 - 2015  
BFA Communication Design

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**EXPERIENCE** → TikTok Shop / New York, USA / 2023 -  
Creative Partner  
TikTok (for Business) / Dubai, UAE / 2020 - 2023  
Creative Strategist for Retail & E-commerce  
Senior Creative @TikTok Creative Lab  
  
Impact BBDO / Dubai, UAE / 2018 - 2020  
Senior Art Director  
Memac Ogilvy / Dubai, UAE / 2016 - 2018  
Art Director / Graphic Designer  
J. Walter Thompson / New York, USA / 2015 - 2016  
Graphic Designer

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**RECOGNITION** The One Club for Creativity / 2021  
Next Creative Leaders - Middle East & North Africa Regional Winner  
Campaign Magazine / 2021  
Campaign's Creative Faces to Watch 2021  
Communication Arts / 2020  
Advertising Annual 2020 - Award of Excellence  
Lürzer's Archive / 2017

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**AWARDS** Cannes Lions 2021, 2018, 2016  
Dubai Lynx 2023, 2021, 2019, 2018, 2017  
The One Show 2017  
The Loeries 2021  
& many more

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**AWARDS JURY EXPERIENCE** New York Festivals Advertising Awards / 2023  
AdStars / Social & Influencer / 2023  
The One Club for Creativity / 2022  
The Loerie Awards / Design & Design Crafts / 2021  
AdStars / Interactive & Nonpro / 2021  
The AdForum PHNX Tribute / Print & Design / 2020  
AdStars / Print & Publishing / 2019

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**TALKS** AdStars / Stage Speaker / 2022  
AdStars / MAD Academy Instructor / 2022  
London International Awards / Creative Liaisons Coach / 2021  
London International Awards / Webinar / 2021  
AdStars / Talk with Job Mentors / 2019

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Paul Shearer / CCO Global Clients  
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