Heejai Park

Graphic Designer

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EDUCATION

September 2021–April 2025

ArtCenter College of Design
Pasadena, California
Bachelor of Fine Arts in Graphic Design
with a focus on Brand Identity Development, Generative Design, Interactive Installation and Creative Coding

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EXPERIENCE

June 2024–August 2024

Graphic Design Intern
San Francisco Museum of Modern Art
San Francisco, CA
Collaborated with the in-house design team to create visual assets for exhibitions including exhibition titles, labels, and marketing materials. Designed promotional content for renowned artists and exhibitions. Gained hands-on experience in museum branding and exhibition design.

December 2022–March 2023

Assistant Teacher
Rim Art and Design
Seoul, South Korea
Provided guidance and support to students preparing for art school entrance exams, focusing on fine arts and design fundamentals. Assisted in developing personalized lesson plans to improve students' technical skills and creative thinking.

RECOGNITION

January 2022–April 2025

Exhibited in the ArtCenter Student Gallery
Descanso Garden (Brand Identity)
Time and Space (Publication)
Jean Michel Othoniel (Poster Series)

January 2022–April 2025

ArtCenter Provost's List
Earned a term GPA of 3.8 or higher

September 2021–April 2025

ArtCenter Entrance Portfolio Scholarship

November 2024

AICAD
Represented design work in a discussion with Ivan Cruz and Carla Diana on integrating AI in art and design education

June 2024

Indigo Design Award 2024
Discovery of the year (Winner)
Total 5 Gold | USPS (Brand Identity)
1 Gold and 1 Bronze | *Time and Space* (Publication)

April 2024

Young Ones Student Awards 2024
USPS (Brand Identity)

March 2024

Graphis New Talented Awards 2024
Platinum | *Time and Space* (Publication)
Silver | USPS (Brand Identity)
Honorable Mention | KABOOM (Brand Identity)
Honorable Mention | Descanso Gardens (Brand Identity)

January 2024

World Brand Design Society Awards 2023/2024
Bronze | USPS (Brand Identity)
Bronze | *Time and Space* (Publication)

December 2023

TDC Toyko Selected Work
USPS (Brand Identity)

October 2023

Communication Arts 2023 Typography Shortlist
Time and Space (Publication)

SKILLS

Languages: English and Korean

Strong working knowledge of: InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, XD, Webflow, Keynote, XD, Figma, p5.js, Processing, HTML/CSS, MadMapper, Cinema 4D
Analog: Drawing, painting, collage, DSLR photography, analog photography, laser-cutting, and bookbinding