



Haley Oh
Graphic Designer

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(323) 428-4111

EDUCATION

09.2023 – 04.2025

ArtCenter College of Design

Pasadena, CA

Master of Fine Arts in Graphic Design
with Distinction

Focused coursework

- Samsung Sponsored Project
- Cesar Pet Products Sponsored Project

03.2023 – 06.2023

Hongik University

Seoul, Korea

Courses in the MFA Visual Communication Design Program

03.2018 – 08.2022

Seoul Digital University

Seoul, Korea

Bachelor of Fashion with Double Major in Visual
Communication Design

09.2015 – 12.2016

Blanche Macdonald Centre

Vancouver, Canada

Diploma of Fashion Design

09.2014 – 05.2015

University of British Columbia

Vancouver, Canada

Courses in Research Writing, Linguistics and Digital Media

RECOGNITION

04.2024 – 04.2025

ArtCenter Graduate Continuing Scholarship

09.2023 – 04.2025

ArtCenter Graduate Entrance Scholarship

02.2022

Asia Design Prize 2022 Winner

Prior Tax Corporation Brand Identity in YNL Design

02.2021

Asia Design Prize 2021 Winner

Comme Aesthetic Brand Identity in YNL Design

EXPERTISE

Strong working knowledge of:

Adobe Creative Suite, Illustrator, Photoshop, InDesign, After
Effects, MadMapper, p5.js, Figma, Keynote, Generative AI

Familiar with:

Premiere Pro, Cinema 4D, Lightroom, XD, Glyphs,
HTML/CSS, KeyShot, SolidWorks, Basecamp

Skills

Art direction, brand identity, packaging design, digital and
interactive design, creative coding, interactive installation,
motion design, research, illustration, presentation deck
building, UI/UX, font design, DSLR photography, sewing

Languages

English (fluent), Korean (native), Tagalog (basic)

EXPERIENCE

09.2024 – 10.2024

ERNST Everything

Graphic Design Intern

Los Angeles, CA

Redesigned the visual system for Invisible Forces, with a focus on logo and symbol
development, as well as applications for stationery and invoice templates. Conducted
research to ensure the design aligned with the brand's aesthetic for a menswear brand.

01.2024 – 09.2024

ArtCenter College of Design, Sponsored Program Department

Graphic Designer

Pasadena, CA

Redesigned the brand identity for ArtCenter's Sponsored Programs, including Sponsored
Studios, Design Storms, and Design Flash. Developed visual assets, logo, typography,
graphic elements, and brand guidelines.

01.2024 – 09.2024

Freelance

Graphic Designer

Developed brand identities for an international school in Korea, a Vancouver-based
fashion brand, a Korean cosmetic brand, a social community club and a running crew, as
well as a spatial design for a book launch event. Clients included Blooming International
Scholars, SK Biopharmaceuticals, Christmas Bae, Incellderm and Jadu.

07.2022 – 05.2023

Blooming Kinder

Graphic Designer

Seoul, Korea

Created brand promotional applications, including yearbooks, stationery, shuttle bus
wraps, key rings, and posters, while adhering to brand guidelines. Curated children's
artworks for an art exhibition and designed posters and social media content, ensuring
successful project completion.

02.2020 – 02.2022

YNL Design

Branding Designer

Seoul, Korea

Developed visual identity systems and strategies for IT to fashion brands, covering
naming, branding, editorial design, package design, and guidelines from conception to
completion. Managed and designed for international clients and high-profile projects,
including L'Oreal, LG Household & Health Care, Mannings, Khasto, and Handsome,
ensuring project success within budget and scope by working collaboratively in a design
studio setting.

04.2017 – 01.2020

The Skin House

Web and Package Designer

Seoul, Korea

Art directed and designed logos, websites, signage, retail collateral, packaging, and
photoshoots for brand product launches in a design team. I also created event identities
for renowned beauty trade shows, including COSMOPROF in Las Vegas, Hong Kong, and
Moscow, where I actively participated in client meetings and contract negotiations.

11.2016 – 02.2017

Louis Vuitton

Seasonal Associate

Vancouver, Canada

Created personalized in-store displays to optimize sales during seasonal events and
exclusive VIP events. Curated visually appealing gift wraps and wrote letters for special
events, catering to customers in a fast-paced work environment.