

Isaac Resurreccion

Graphic Designer

izzydesign.work

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Experience

Marketing Graphic Designer / JDEA Studio

Feb 2024 – Present / Los Angeles, CA

- Assist in direction and design for 30+ internal and client-facing projects, spanning brand identity, event marketing, and merchandising.
- Manage end-to-end brand development for GOM, Soupreme, Seoul Stop, and more, delivering high-impact design under fast-paced timelines.
- Spearhead JDEA Studio's internal rebrand, including 10+ year old website overhaul, logo refresh, portfolio reformatting, and social media revamp, increasing site traffic from 0 to 1,200+ visitors within 4 months.

Selected Project Experience

- GOM Snow Desserts – Designed full identity (character, logo, menu, OOH, merchandise), collaborated directly with client and vendors, from pitch to grand opening in 4 months.
- D'FESTA LA – Assisted in planning and adapting design for an international KPOP exhibition expanding to the U.S.
- 301 Projects – Developed full branding and merchandise for a new construction company.

Founder & Designer / HJIRO World

June 2023 – June 2025 / Los Angeles, CA

- Co-founded independent fashion brand from concept to e-commerce launch of 3 campaigns.
- Designed 30+ unique products, as well as all branding, social, and marketing assets to establish a consistent and aesthetic identity.
- Directed online presence and growth strategy, leading to consistent engagement and brand interest through promotional campaigns that yielded 30,000+ profile views in 1 month.
- Oversaw finances and operations, working within a lean budget to achieve 25% profitability on first capsule release.
- Built supplier/vendor relationships as well as hand screen-printing 200+ blank clothing items, enabling multiple small-batch collections with quality output.

Capabilities

Design:

Brand Identity
Image-Making
Digital Design
Print Design
Typography
Screen-print
Video Editing
Motion Graphics

Strategy:

Social Media Marketing
Localization Analysis
Brand Adaptation
Detail-Oriented Organization

Tools:

Adobe Creative Suite
Illustrator
Photoshop
InDesign
Premiere Pro
After Effects
Lightroom
Figma
Procreate
Google Workspace
Squarespace

Education

University of California, Santa Barbara

Santa Barbara, CA
Bachelor of Arts
Arts
2022