

# :angie park

Graphic Designer | Creative | Sweet Tooth

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## Experience

10.2024 – Present

### Graphic Designer

**DITA Eyewear** – Aliso Viejo, CA

- Conceptualized and executed print and digital materials such as billboards, magazine ADs, lookbooks, promotional events, and invitations for international trade and trunk shows (eg. SILMO, MIDO, OPTI).
- Designed visual materials and created presentation decks to support Marketing and Sales Operation team.
- Assisted in creative direction for concepting product beauty photography and social media content ensuring elevated brand storytelling, brand consistency, and strategic alignment.
- Managed global “POP Window Program” by producing customized merchandise materials and cooperating with sales representatives for 11 flagship stores and over 3500 wholesale accounts.

04.2024 – 10.2024

### Graphic Designer

**Cuckoo Electronics America, Inc.** – Cerritos, CA

- Conceptualized and designed graphic assets such as website banners, email newsletters, and other marketing materials to support marketing strategy, maintaining the brand's consistency.
- Designed enhanced content for multiple e-commerce B2B channels such as Amazon, Costco, and Target collaborating with cross-functional teams.
- Created impactful paid advertisements to support performance marketing, resulting in an average CTR of 5%.
- Conceptualized visual direction for product photography/video shoots and managed them with outsourced agencies.

09.2022 – 04.2023

### Visual Design Intern

**Intel Corporation** – Phoenix, AZ

- Collaborated with product owners and cross-functional teams to create visually engaging marketing visuals, product demo infographics, and communication materials for Intel's factory managers and workers.
- Conceptualized and executed innovative graphic design ideas for marketing collateral, leading to an increase in brand recognition.
- Designed and developed presentation decks for executives and directors, collaborating with cross-functional teams.

06.2022 – 09.2022

### Graphic Design Intern

**Umbrella Los Angeles** – Los Angeles, CA

- Designed eye-catching email newsletters, trending social media assets, and impactful paid advertisements for clients including Forme, Not So Ape, and Ragdoll LA.
- Researched current market trends and integrated design elements into the cover design and layout design of the 2023 product catalog for Flexfit.

## Education

09.2019 – 08.2023

**ArtCenter College of Design** – Pasadena, CA

Bachelor of Fine Arts in Graphic Design

Graduation with Distinction

## Recognition

04.2022 – 09.2023

### ArtCenter Student Gallery

**Cineaste Magazine** (Editorial design)

Dive! (Brand identity development)

09.2019 – 08.2023

### ArtCenter Scholarship

01.2023 – 04.2023

### H. B. Edwards Endowed Scholarship

04.2022, 08.2020 – 12.2020

### ArtCenter Provost's List

05.2021

### Dieline Post

Period by Method is featured on Dieline.com, a global package design community. This post highlighted works of ArtCenter students with a 100% plastic-free packaging concept.

## Expertise

### Software

Strong working knowledge of:

Illustrator, InDesign, Photoshop, After Effects, XD, Figma, Dimension, and Keynote

Familiar with:

Cinema 4D, PowerPoint, Word, Outlook, HTML/CSS, Spark AR, Processing, p5.js, Unity, and MadMapper

### Design and Presentation

Brand identity development, packaging design, editorial design, presentation deck design, environmental graphic design, creative problem solving, creative coding, wire-framing, UI design, and DSLR photography

### Languages

Professional proficiency in English

Native in Korean