

SO A RYU

Designer with a sense of play and attention to detail. So A's work lives at the intersection of pointed brand strategy and hyper visual impact.

thenameissoa.com

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516 522 1195

9-5

BBDO

Assoc. Design Director
Oct 2022 – Present

Senior Designer
Jun 2021 – Oct 2022

Lead the design department at BBDO Chicago. Structure project scopes and lead strategic brand building for clients across portfolio. Develop brand identities, evolve brand systems, art direct photo-shoots and launch design-led creative platforms.

Select Clients | Neutrogena, Champion, Orbit, Gin Mare, Old Forester, Woodford Reserve, One A Day

FCB Design Group

Designer
Aug 2018 – Jun 2021

Established brands' visual tones and launched campaigns from ideation to production with emphasis in experiential, illustrative, and identity based work. Awarded D&AD Design Agency of the Year 2020.

Select Clients | RXBAR, Kleenex, BlueBunny, GE, Chicago Public Library

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Design Director

Independent creative
Aug 2021 – Present

Achievements

Judge / Speaker / Publications / Awards

Partner with global brands as an independent creative for local and global activations. Includes: 20 ft Philz mural, Everpress AAPI collection, 2021 Snapchat International Women's Day campaign and Ad Age's inaugural animation series.

Invited judge for D&AD 2021 and 2022. Invited lecturer on typographic research at AIGA, keynote speaker at the Asian Creative Festival, NY, and titled Ms. ADCOLOR 2023.

Awards received from D&AD / ADC / One Show / Society of Illustrator / 3x3, Best of Show / Communication Arts / American Illustration / Society of Typographic Arts and more

DRY RUN

Washington University in St. Louis

Sam Fox School of Art and Design
St. Louis, MO
2014 – 2018

St. Mark's School

Southborough, MA
2010 – 2014
