



**Haley Oh**  
Graphic Designer

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## EDUCATION

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09.2023 – Present

### **ArtCenter College of Design**

Pasadena, CA

Candidate for a Master of Fine Arts in Graphic Design

Focused coursework

- Samsung Sponsored Project
- Cesar 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

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04.2024 – Present

### **ArtCenter Graduate Continuing Scholarship**

09.2023 – Present

### **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

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### **Strong working knowledge of:**

Illustrator, Photoshop, InDesign, After Effects, MadMapper, p5.js, Figma, Keynote, Midjourney

### **Familiar with:**

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

### **Skills**

Art direction, brand identity, package design, book design, spatial design, motion design, research, illustration, presentation deck building, UI/UX, font design, DSLR photography, sewing, painting, ceramics

### **Languages**

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

## EXPERIENCE

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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.

01.2023 – 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, packaging, and guidelines. Managed international clients, including L'Oreal, LG Household & Health Care, Mannings, Khasto and Handsome, ensuring project success within budget and scope.

04.2017 – 01.2020

### **The Skin House**

#### **Web and Package Designer**

Seoul, Korea

Art directed and designed logos, websites, packaging, catalogs, and photoshoots for internal skincare brands, along with environmental graphics 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.