

Craft-driven designer turning playful exploration into thoughtful, user-centered products.

Experience

Freelance Visual & Web Designer

Sep 2019–Present

Led **end-to-end design and development** of responsive websites and brand identities for creative agencies (e.g. APRES), artists, and cultural institutions. Combined branding and experience strategy through visual design, interaction, and audience analysis. Built **scalable design systems and CMS frameworks**, while producing supporting assets such as posters and publications.

Graphic Designer at Mazarine NY

Aug 2024–Mar 2025

Designed **interactive visual experiences** for brand activations. Created user-driven digital touchpoints such as photobooth interfaces and mobile invitations. Mapped **physical-digital user journeys** across brand activations, considering pacing, spatial limitations, and virality. Work was recognized for detail-driven execution across physical and interactive mediums for for luxury clients including Yves Saint Laurent, Prada, Adidas, and Dom Pérignon.

UI/UX Design Intern at FYI

May–Nov 2023

Designed five new features for a mobile collaboration app, including a mobile stats view and AI-generated stickers. Worked closely in a cross-functional team of PMs, engineers, and designers. Conducted competitor research on AI products to guide feature design. Created **user flows** and **interactive prototypes** that directly informed the evolving desktop product.

Product Design Intern at Hapoom Living Lab

Jan–Jun 2022

Originated and led the design of Fed the Dog?, a mobile app helping pet owners manage shared care tasks. Conducted **market research, competitive analysis, UX flow design, prototyping, and QA to launch**. Designed flows around high-frequency actions to reduce friction and improve daily coordination. Partnered with developers to **ship a functioning app** to a focused user base.

Brand Design Intern at BIGC

Sep–Dec 2021

Designed for corporate brand and campaigns at a fast-paced startup, creating cohesive visual systems across digital marketing, print, and merchandise for celebrity-driven live events.

Education

California Institute of the Arts

BFA in Graphic Design, 2019–2024  
Lillian Disney Scholarship Recipient

Recognition

Seoul City Brand Design Competition

Honorable Mention, July 2023

CSS Design Awards

Website of the day, July 2024

Awwwards

Honorable Mention, July 2024

Communication Arts

2025 Interactive Annual Award of Excellence, April 2025

Skills

Product Design	Technical
UI/UX Design	Figma
Product Strategy	Webflow
User Research	HTML·CSS·JS
Wireframing & Prototyping	Basic C4D
Interaction Design	Notion
Information Architecture	Keynote
	Powerpoint
	Adobe Suite
Visual Design	After Effects
Branding	Photoshop
Typography	Illustrator
Motion Design	InDesign
Visual Systems	
Art Direction	