

Maki Oh

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Education

Washington University in St. Louis
Sam Fox School of Design & Visual Arts
BFA in Communication Design, 2025
Minors in Computer Science & Human Computer Interactions

Skills

Figma
Procreate
Adobe Creative Cloud
Content research & creation, social media management (Instagram, LinkedIn, TikTok, X, Facebook)

Languages

English (Native)
Korean (Conversational)
HTML
CSS
Javascript

Experience

Republic New York City, NY
Junior Designer; Feb 2024–Present
Established a centralized design system and asset library to streamline creative processes for 5+ teams.
Directed branding and design strategies for next-gen, tokenized portfolio companies, including Watford FC and Pressman Film, reaching a total of over 3,715 investors raising \$7M+.
Spearheaded Seedrs' rebrand to Republic Europe, ensuring brand consistency during transition.
Delivering high-impact visuals for pitch decks, web, social media assets, advertisements, event promotions, and branded merchandise.

Self-employed St. Louis, MO | Denver, CO
Freelance Illustrator; 2020–2024
Commissioned by HoYoverse to create a promotional video for *Genshin Impact*. Invited by the HoYoverse content creator team to be a *Genshin Impact* content creator and participate in the HoYoverse TikToker Project.
Maintained a social media presence in order to promote freelance work. Statistics include: 21K followers on Instagram; 32.5K followers and 1.3M total likes on TikTok.
Produced fully rendered illustrations for international publications, optimized for both online and print displays.
Managed an independent business, organizing services and maintaining a network of clientele. Actively communicated with clients, providing updates on commission progress and accommodating feedback.

WashU Lunar New Year Festival St. Louis, MO
Art Director; Apr 2022–Feb 2024

Developed the organization's visual aesthetic for the Year of the Rabbit and Year of the Dragon. Designed and illustrated event graphics, social media posts, show brochure, and merchandise.