

P A R

june

T

In June, a month symbolizing new beginnings, I refined my multidimensional skills as a Brand Designer, adept in weaving sensory experiences—visual, auditory, and olfactory—into compelling brand expressions.

At Genesis, I aim to leverage this expertise to innovate and align the brand's luxurious identity with immersive, sophisticated customer experiences, showcasing the strength of my diverse practical background and keen sensory acumen.

L

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# june

## Capability

Brand experience design  
UX/UI Design  
Content Design  
VMD  
Brand Strategy

## Favorite Thing

Skin scuba  
B&W Film  
Poem  
Classic music  
Cello

## Favorite Brand

Dries Van Noten  
Yohji Yamamoto  
Aesop  
Nudake

## Education & Experience.

**Industrial Design**  
Hongik University / Art / Space design  
2011 - 2013

### Motion Graphic

California Institute of the Arts  
Jan. 2014 - Feb. 2014

### Visual Communication Design (Graduated)

Hongik University / Art / BX  
2013 - 2017

### VMD

Shinsegae International Global  
Mar. 2017 - Jul. 2019

### Brand Designer (Currently)

Shinsegae International Digital UX  
Jul. 2019 - Now

## Skills.

+ 8 years

### Adobe Design Tool

Photoshop/ Illustrator/ Aftereffect/ XD/ etc.

+ 8 years

### Multiple Device Expert

Keynote/ MS Office/ Android/ IOS

+ 3 years

### UX/UI Tool

Sketch/ Zeplin/ Figma

Currently

### AI Tool

Chat GPT4/ Midjourney/ Stable Diffusion

## About.

### Total Branding

BX/UX/UI 등 브랜드와 관련된 전반적인 디자인 프로젝트를 진행하였습니다. 글로벌 럭셔리 패션을 중심으로 다양한 카테고리의 브랜드를 온/오프라인에서 브랜딩하는 프로젝트 실무 경험이 있습니다.

### Trend Setter

빠르게 트렌드가 변화하는 패션업계의 실무경험이 있습니다. 럭셔리 브랜드를 기반으로 최신 떠오르는 컨템퍼러리 브랜드 및 미슈 나아가선 기술에 관심을 가지고 전방위의 트렌드에 민감하게 움직입니다.

### Aesthetics Thinking

인간공학적, 철학적으로 그리고 근본적으로 인간이 가진 미학적인 욕망에 대한 호기심이 있습니다. 이를 디자인에 반영하여 보다 체계적이며 감각적인 브랜드 디자이너로 성장하고 전문가가 되려고 노력합니다.

### Communication & Open mind

일본, 미국, 프랑스 등 다양한 권역의 글로벌 기업들과 디자인 프로젝트를 진행한 실무 경험이 있으며, 내부적으로는 여러 Scrum 프로젝트를 진행하면서 다양한 이해관계자들과 커뮤니케이션을 진행하였습니다.

alexanderwang

SWISS  
PERFECTION  
MONTREUX

CHROME HEARTS

VUORI

POIRET

Rick Owens

10 MONTH;

Justin  
Laubouter

All the projects can be checked in more detail on our website via this link.

Password : [june2024](#)

\*All work is confidential, so please maintain secrecy.

Portfolio Website ▶

alexanderwang



Sportism and Futurism

# Collaboration WORK



GENTLE MONSTER

# alexanderwang

## Overview

The brand revealed office outfits with a concept of sportism and futurism. Especially, the collaboration work with Gentle Monster was impressive. The work has feminine collection themes which shows female CEO power through the bold structure with outfit.

## Persona



## Scope

- 브랜드 익스프레스션 방향성 정립 및 디자인 전개
- 브랜드 감각 경험에 맞는 비주얼 아이덴티티 개발
- 브랜드 비주얼 가이드 컨셉 개발 및 배포
- BTL 마케팅 전략 수립
- 브랜드 익스피리언스 콘텐츠 기획 및 개발
- SNS 매뉴얼 가이드라인
- 공간 경험 및 비주얼 아이덴티티 강화

This project includes work that was officially conducted by the company, which constitutes 60% of the total, as well as 40% of work that was developed personally. \*Integrating Advanced AI Solutions.

## Typeface



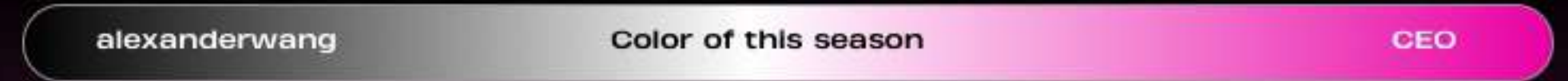
WANG WORKS  
HARD.

SO YOU DON'T  
NEED TO WORK.

heading  
pro wide Bold

Aa

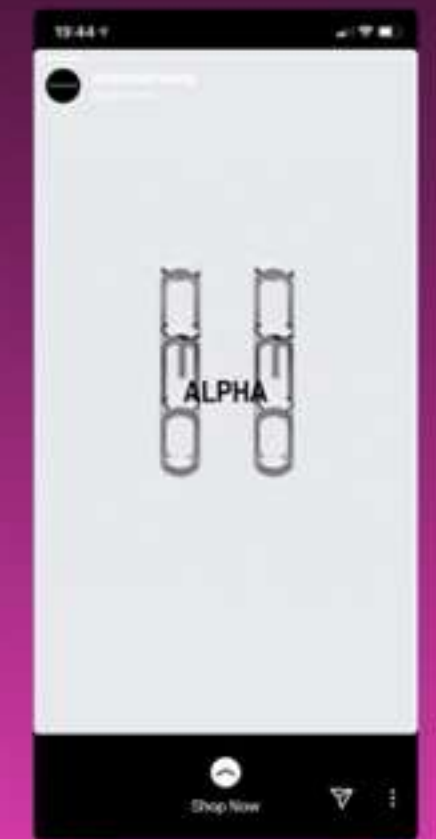
## Color system



**Metallic Gray**  
R 143  
G 151  
B 163  
HEX #8F97A3

**Neon pink**  
R 252  
G 72  
B 196  
HEX #E900A3

## SNS guideline

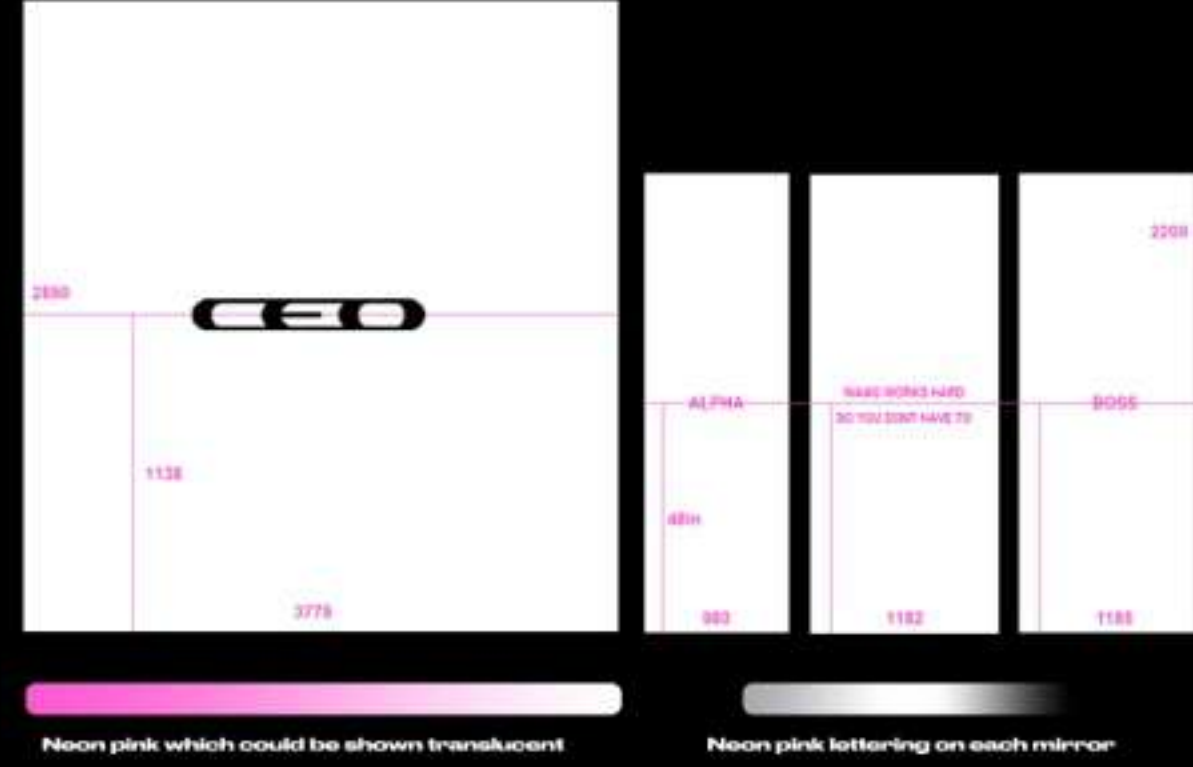


## Spatial Planning

Aligned with the main collection, I designed the space using black and metallic grey as the base colors, with neon pink as an accent to create a modern and sophisticated atmosphere.

Neon translucent film was applied to the windows to infuse a cyberpunk vibe throughout the space, allowing visitors to experience a distinctive and dynamic environment.

Additionally, lettering was placed on mirrors, enabling visitors to reflect themselves while intuitively receiving the brand's message, making the space an integral part of the message delivery.



## Virtual Space (AI)



Brand Launching Project  
**SWISS  
PERFECTION**  
MONTREUX

SWISS PREMIUM SKINCARE BRAND  
25th ANNIVERSARY  
LAUNCHING COLLECTION.

# SWISS PERFECTION

MONTREUX

## Overview

In 1995, anti-aging scientists searching for plant-based cellular therapies found a unique exosome contained within, and discovered to have regeneration properties for human skin. They extracted the exosome and patented it as CELLULAR ACTIVE IRISA, revolutionizing skincare with the promise of true scientific cellular therapy to reveal timeless skin.

To commemorate the 25th anniversary of Swiss Perfection, we conducted a promotion for RS-28 Cellular Rejuvenation Serum which is made from blue iris graphic.

## Typeface

# LORA

Primary

# HELVETICA NEUE

Secondary

LOLA Regular  
LOLA Medium  
LOLA Semibold  
LOLA Bold

HELVETICA NEUE Light

HELVETICA NEUE Medium

## Color System



## Promotion page



## Direct to Customer Online Mall



## Product List Page



## Product Detail Page



## Scope

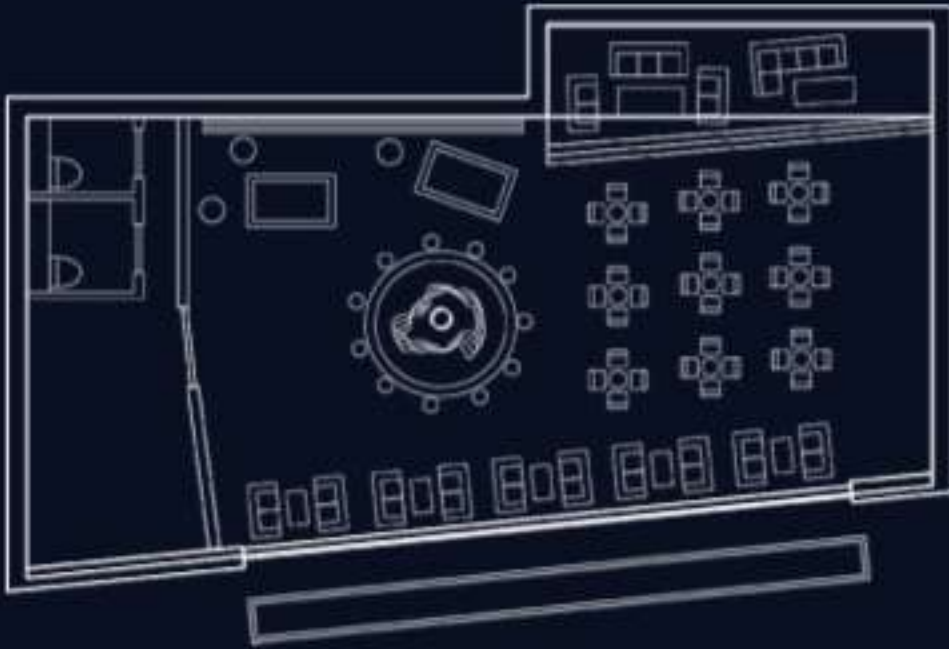
- 브랜드 익스프레스션 방향성 정립 및 디자인 전개
- 브랜드 비주얼 가이드 컨셉 개발 및 배포
- 브랜드 메인 홈페이지 UI, 컴포넌트 에셋 디자인
- 공간 브랜딩 / 디자인

This project includes work that was officially conducted by the company, which constitutes 40% of the total, as well as 60% of work that was developed personally.

# Spatial Branding

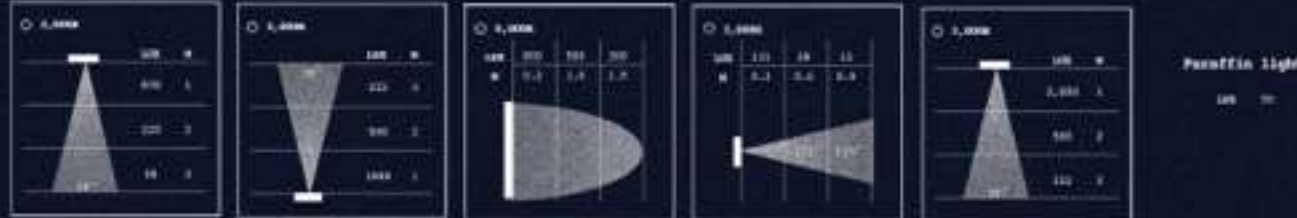
The 'Iris Sanctuary' lounge bar draws on the strength of Iris Germanica and the heritage of Swiss Perfection to create a sophisticated space in collaboration with Bombay Sapphire. The meeting of the two brands symbolises the marriage of nature's purity and innovative science, while the cool blue lighting and contemporary furnishings evoke the feeling of an Alpine winter.

The central crystal sculpture symbolises the innovation of CELLULAR ACTIVE IRISA, while the signature cocktail with Bombay Sapphire combines the premium flavour of gin with the vitality of iris. Gourmet treats reflect quality, and the space is a luxurious retreat to celebrate Swiss Perfection's anniversary and experience RS-28 Cellular Rejuvenation Serum, a perfect expression of the innovation and elegance of both brands.



Promotion Table

## Light Design





A man with braided hair, wearing a grey t-shirt and shorts, is performing a battle rope exercise in a warehouse. He is holding a thick, yellow rope that forms a large loop on the floor. The background is a white brick wall and a concrete floor.

Brand Launching Project

# VUORI

A NEW PERSPECTIVE ON  
PERFORMANCE APPAREL


# VUORI

## Scope


- 브랜드 익스프레스션 방향성 정립 및 배포
- 브랜드 룩북 페이지 기획 및 제작
- 브랜드 에디토리얼 페이지 기획 및 제작
- 브랜드 UI, 컴포넌트 에셋 디자인
- 브랜드 감각 경험에 맞는 비주얼 아이덴티티 개발
- 브랜드관 메인 홈페이지 UI 디자인
- 커뮤니티 앱 개인 디벨롭

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## Essence




Fusion of Performance and Style




Sustainability



Balance and Well-being



Community Focused



Authenticity

## Overview

VUORI is a performance apparel brand that blends art, culture, and innovation to provide a fresh perspective on activewear, all while maintaining a strong commitment to sustainability in order to contribute to a healthier planet.

I led the VUORI launch project at Shinsegae International, focusing on increasing brand recognition and establishing a strong market presence. This included developing targeted marketing strategies, creating compelling promotional campaigns, and collaborating with retail partners to highlight VUORI's unique blend of performance, style, and sustainability to a broader audience.

## Typeface

### Aktiv Grotesk

		weight	size	line
H1	The Rise. The Shine.	Medium	34	40
H2	The Rise. The Shine.	Medium	24	30
H3	The Rise. The Shine.	Medium	24	30
H3	The Rise. The Shine.	Regular	20	24
text 16	Main paragraph	Light	16	20
text 12	Sub paragraph	Light	12	16
text 10	Hint paragraph	Light	10	14

### Apple SD 산돌고딕 Neo

text 16	Main paragraph	Light	16	20
text 12	Sub paragraph	Light	12	16

## Colore system

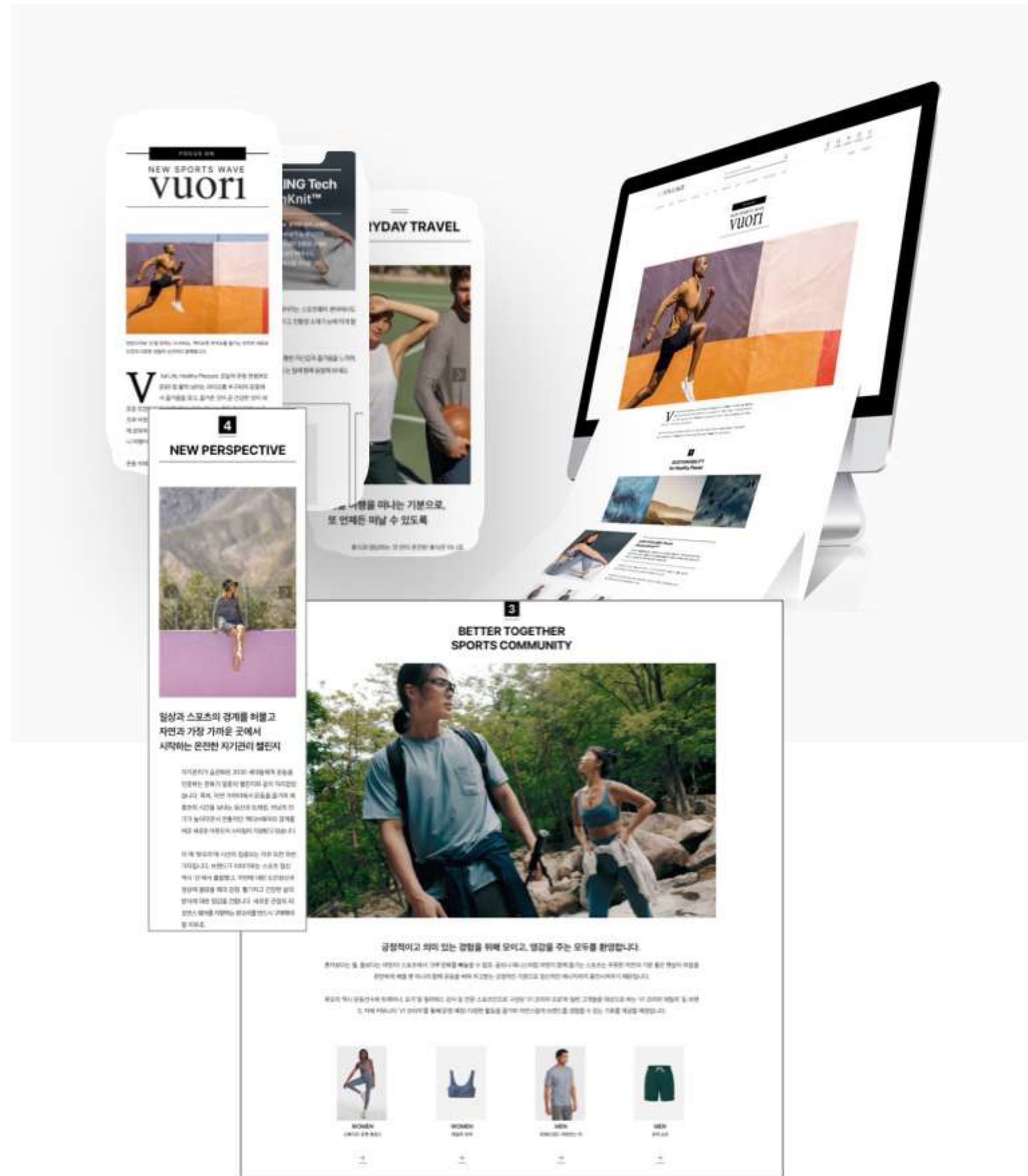
### Primary

#000000	#4B4949	#FFFFFF
R0 G0 B0	R75 G73 B73	R255 G255 B255

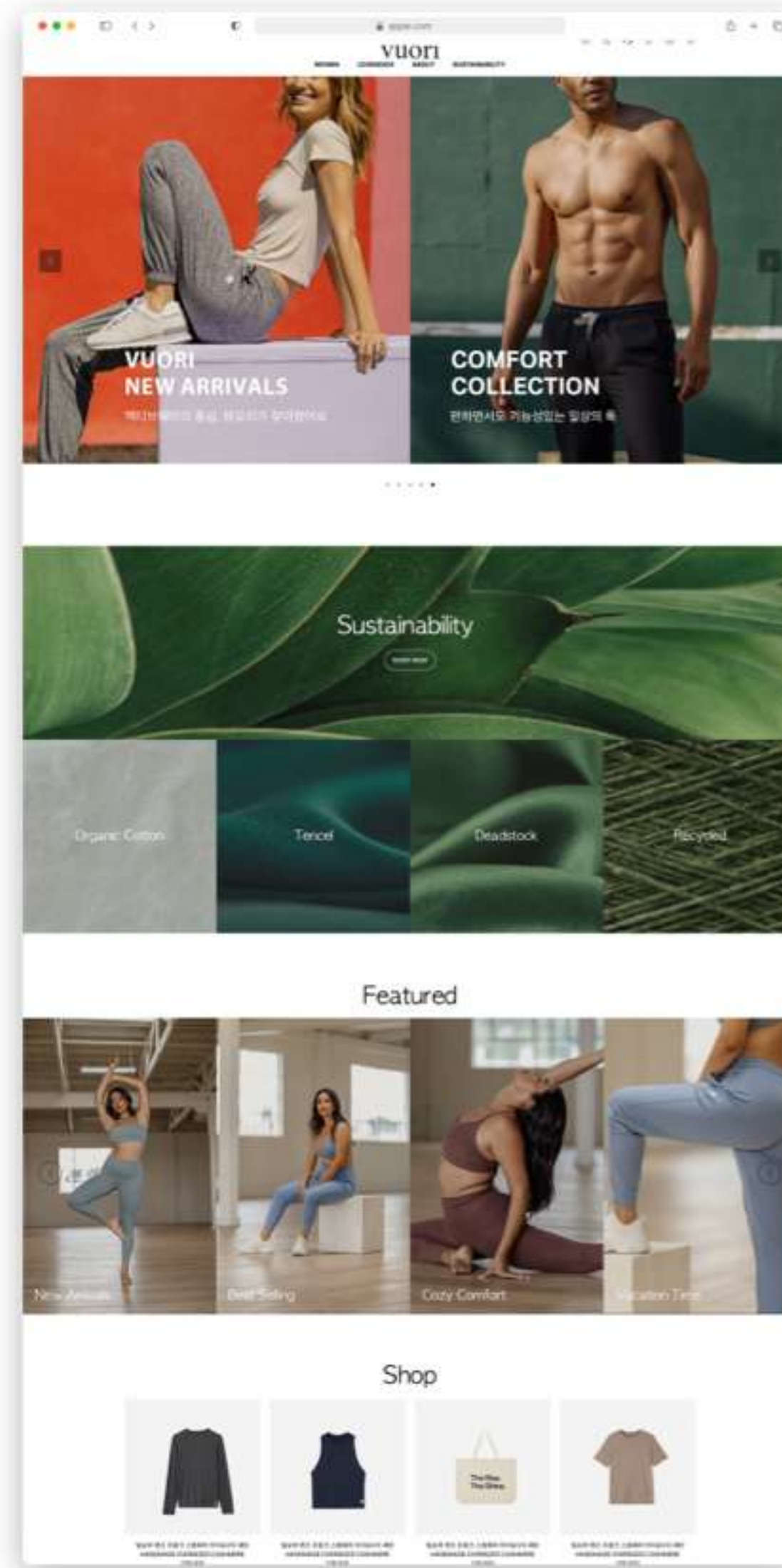
### Secondary

#FCDF00	70%	30%
R252 G223 B0		
#FCBE28	70%	30%
R255 G173 B22		
#00B4E9	70%	30%
R0 G183 B233		
#80AC95	70%	30%
R128 G172 B149		

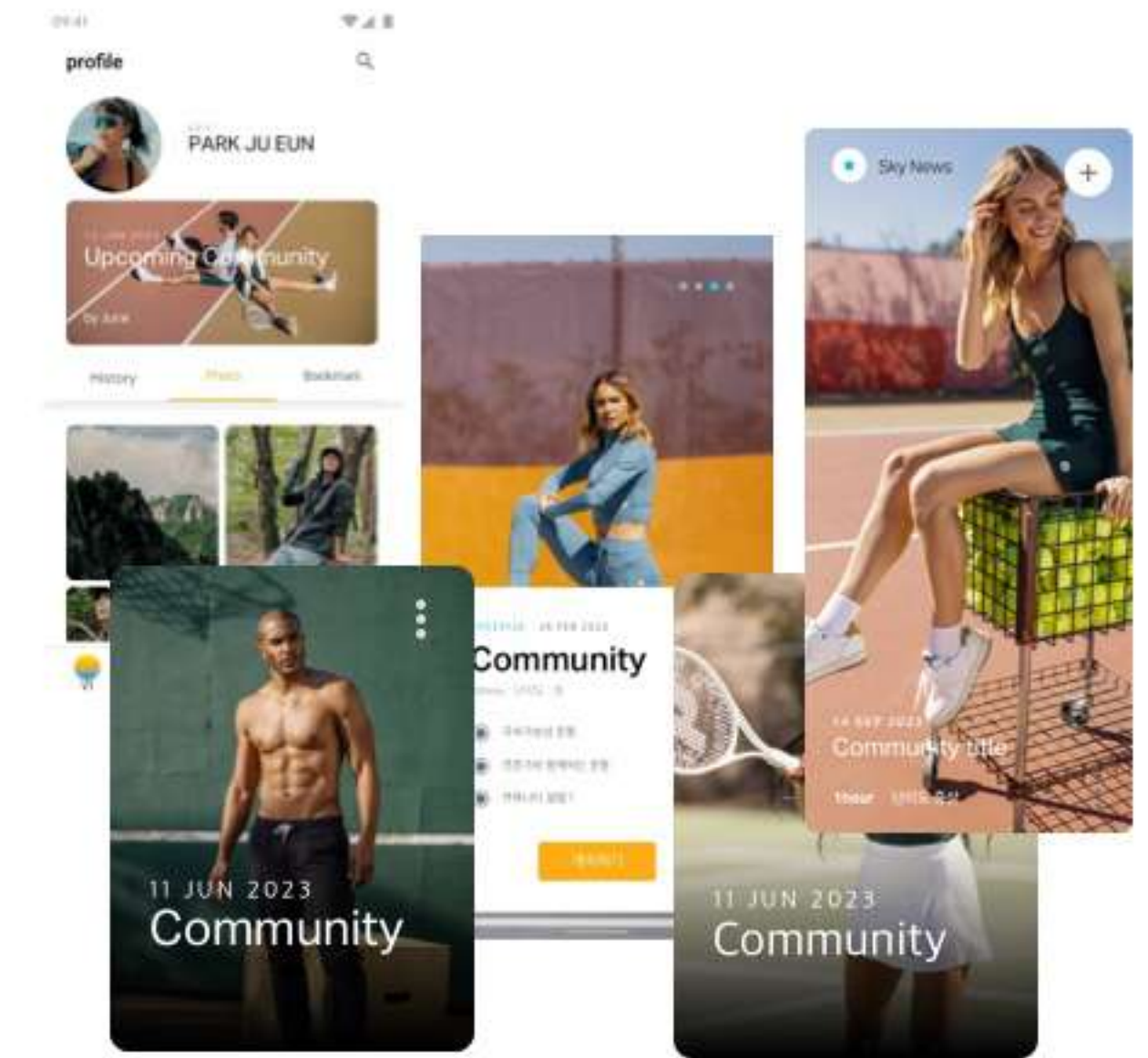
## Editorial Contents



## Brand Main Homepage (PC)



## V Community (Application)



## Stationary (AI)



# CHROME HEARTS

If You Know, You Know  
All of Fine Jewelry, Accessories.

## DIGITAL OASIS

A problem has been detected and ReactOS has been shut down to prevent damage to your computer.

If this is the first time you've seen this Stop error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure any new hardware or software is properly installed. If this is a hardware installation, ask your hardware manufacturer for a driver that is compatible with ReactOS. If problems continue, disable or remove any recently installed hardware or software. Restart your computer, and repeat these steps.





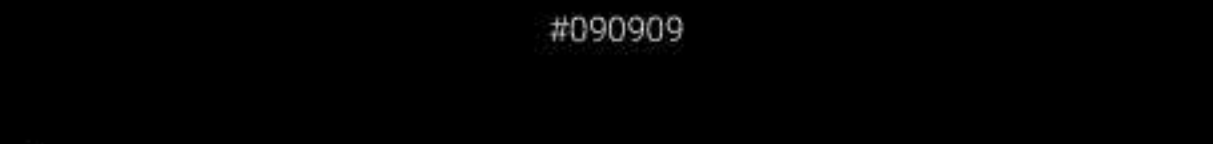
## Typeface

# ROBOTO

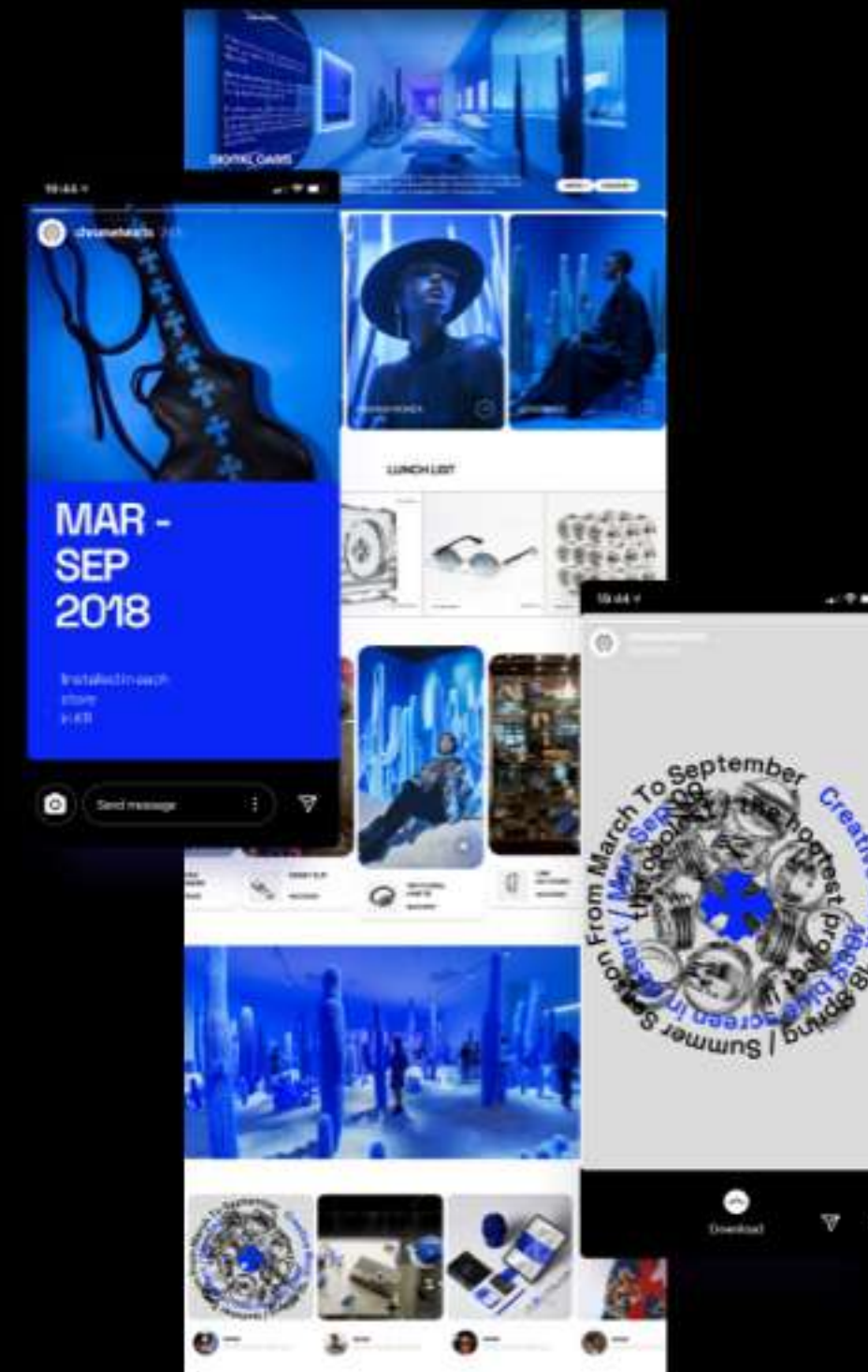
TYPEFACE IS A DEFINE A BRAND CHARACTER.  
IT IS IMPORTANT TO USE IN THIS SEASON.

Weights can be used differently depending on the situation. Instead, excessive contrasting use is prohibited.

## Color System



## Brand Online Asset



## Stationary



## Background

### DIGITAL OASIS

In a future summer, the major cities of Korea no longer bask in the bright sunlight. Due to pollution and climate change, the sun now casts a soft blue light, shaping a new era and culture. In this transformed environment, Chrome Hearts embarks on a project to showcase the changing urban landscape, human adaptability, and to highlight their existing products.

## Overview

The Chrome Hearts flagship store in Seoul has been transformed into a more futuristic space for the summer season. The store is adorned with key elements of cyberpunk, such as neon lights and digital art, with the highlight being blue and white 'neon cacti.' These cacti, symbolic of resilience in extreme environments, serve to reimagine and elevate Chrome Hearts' existing products in a new light.

## Scope

- 브랜드 익스프레션 방향성 수립 및 마케팅 컨셉 정리
- 브랜드 어셋 가이드화
- 브랜드 가이드라인 기획 및 배포
- 브랜드 스타일 정리 및 UI 디자인
- 브랜드에 맞는 프롬 제작 및 설치

This project includes work that was officially conducted by the company, which constitutes 50% of the total, as well as 50% of work that was developed personally. \*Integrating Advanced AI Solutions.

## Visual Merchandising



Black / White + Seasonal Product



Black White



Blue White

## Virtual Space (AI)



## Look book (AI)



Brand Renewal Project

POIRET



BOLD YET CLASSY,  
TIMELESS BEAUTY,  
POIRET

## OVERVIEW

The beauty brand Paul Poiret, which started from the fashion house of designer POIRET in 1903, maximizes each woman's unique reflection. We discover the beauty and purpose of each woman and delicately design her own unique feeling.

In order to incorporate Paul Poiret's philosophy into the overall brand image, we organized brand guidelines and designed commerce-related assets to clearly demonstrate the tone and manner exposed to customers. At the same time, we also carried out branding to help customers reconsider Paul Poiret's luxury premium image.

## SCOPE

- 브랜드 메인 홈페이지
- PDP(Product Detail Page) 디자인/가이드
- UI, 컴포넌트 에셋 디자인
- PPT템플릿 디자인 및 가이드

This project includes work that was officially conducted by the company, which constitutes 85% of the total, as well as 15% of work that was developed personally.

## COLOR SYSTEM



FUSION D'ENERGIE



POIRET

#FFFFFF

C 0  
Y 0  
M 0  
K 0

#988B50

C 0  
Y 0.09  
M 0.47  
K 0.40

#000000

C 0  
Y 0  
M 0  
K 100

## TYPEFACE

FreightBig Book

POIRET

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz01234567

Sackers Gothic Medium

POIRET

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLMNO  
PQRSTUVWXYZ0123456  
789

신세계 민부리 Medium

폴 뽀아레

가나다라마바사아자차  
카타파하  
ABCDEFGHIJKLMNOP  
QRSTUVWXYZ  
0123456789





# D2C ONLINE STORE

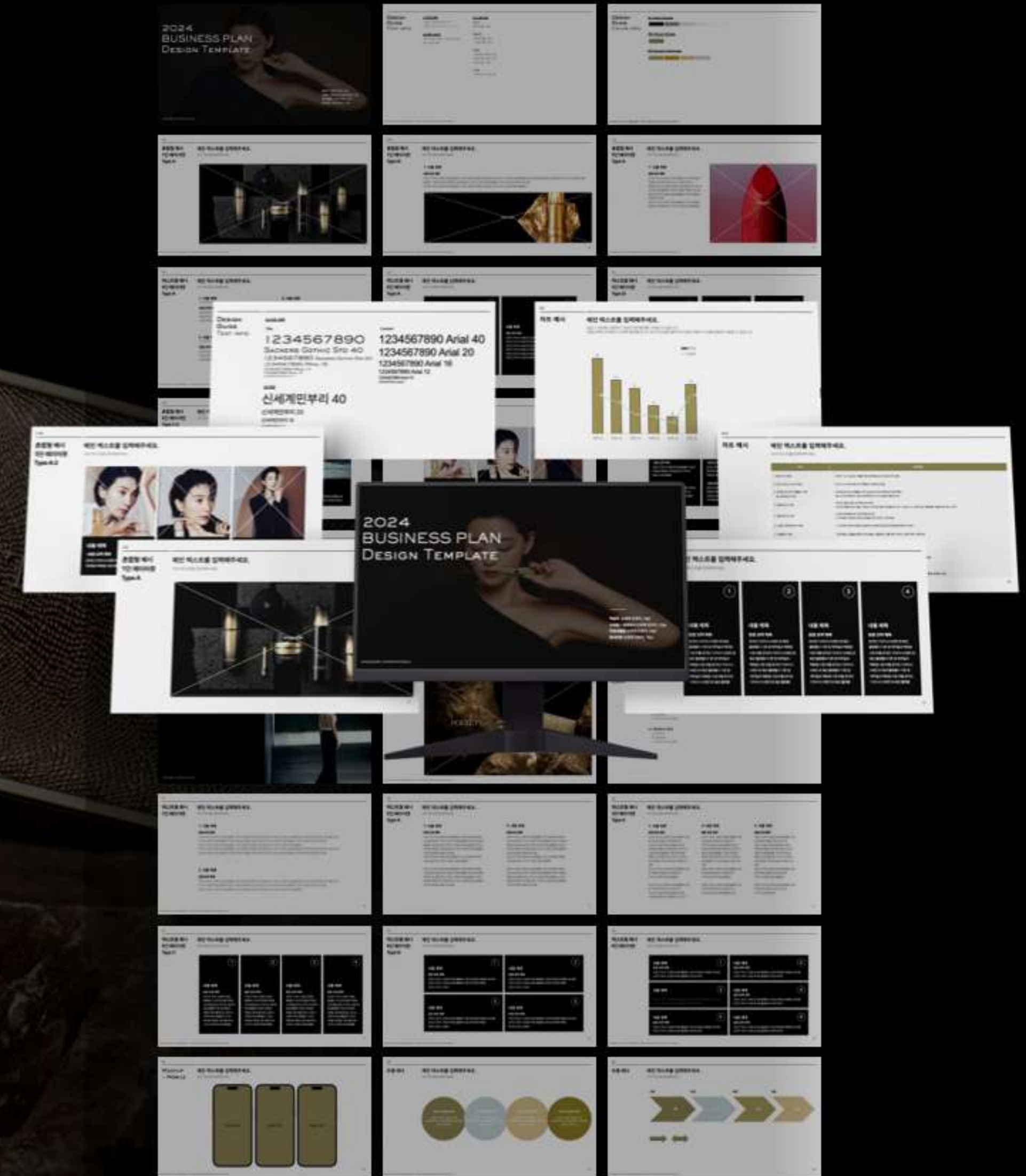
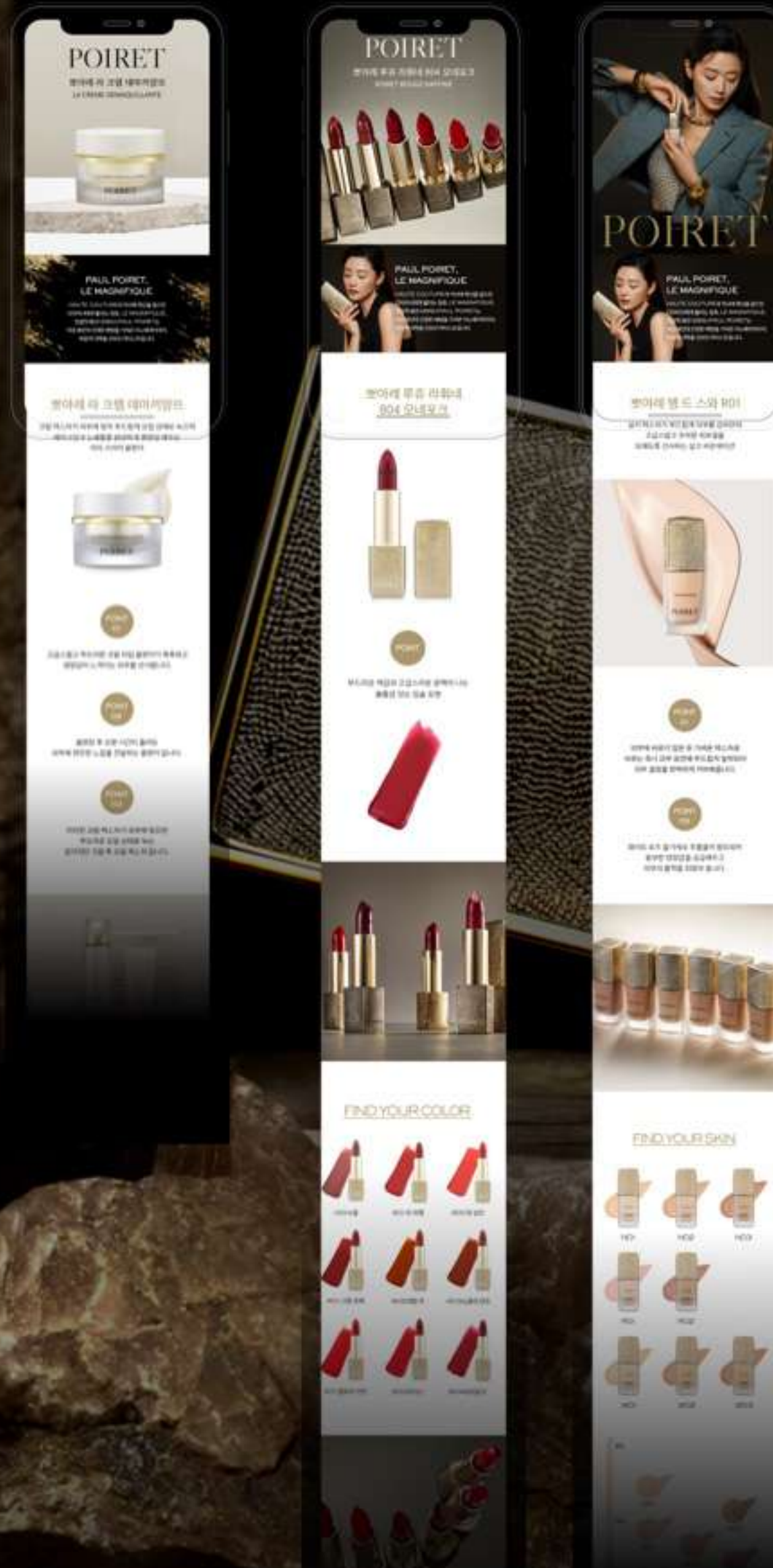
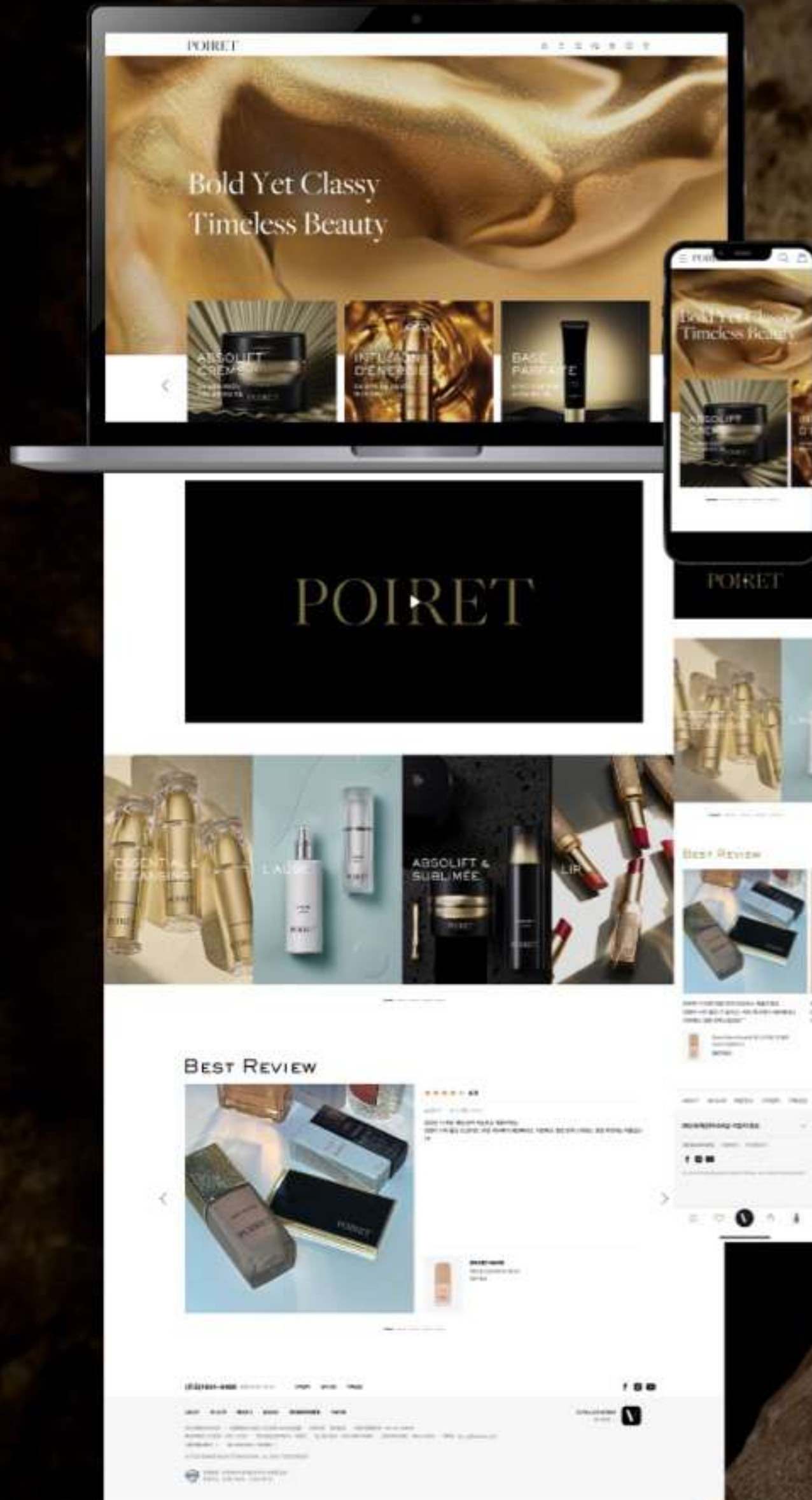
(Direct to Consumer)

# PDP

(Product Detail Page)

# BUSINESS TEMPLATE

(Confidential)



Promotional Brand Project

# DARKER THAN DARKER

DKSH

Rick Owens

### Overview

Rick Owens is an American designer whose brand is known for its gothic aesthetic, edgy silhouette, and dark color palette. With its unique alluring yet dark style, it has a large fan base and is collaborating with various brands.

In order to strengthen 'Rick Owens' unique brand identity, we manualize the image exposure method according to the brand story. In addition, we planned and designed collaboration content to highlight the uniqueness of the brand, contributing to sales.

### Scope

- 브랜드 리뉴얼 가이드라인 기획 및 배포
- 브랜드 메인 홈페이지 UI, 컴포넌트 에셋 디자인
- 콘텐츠 기획 및 디자인
- 배너 디자인 및 가이드라인 배포

This project includes work that was officially conducted by the company, which constitutes 70% of the total, as well as 30% of work that was developed personally.

### Typeface

Proxima nova

# Proxima nova

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPpQqRrSsTtUuVv

WwXxYyZz

1234567890!@#\$%^&\*()

Druk Wide

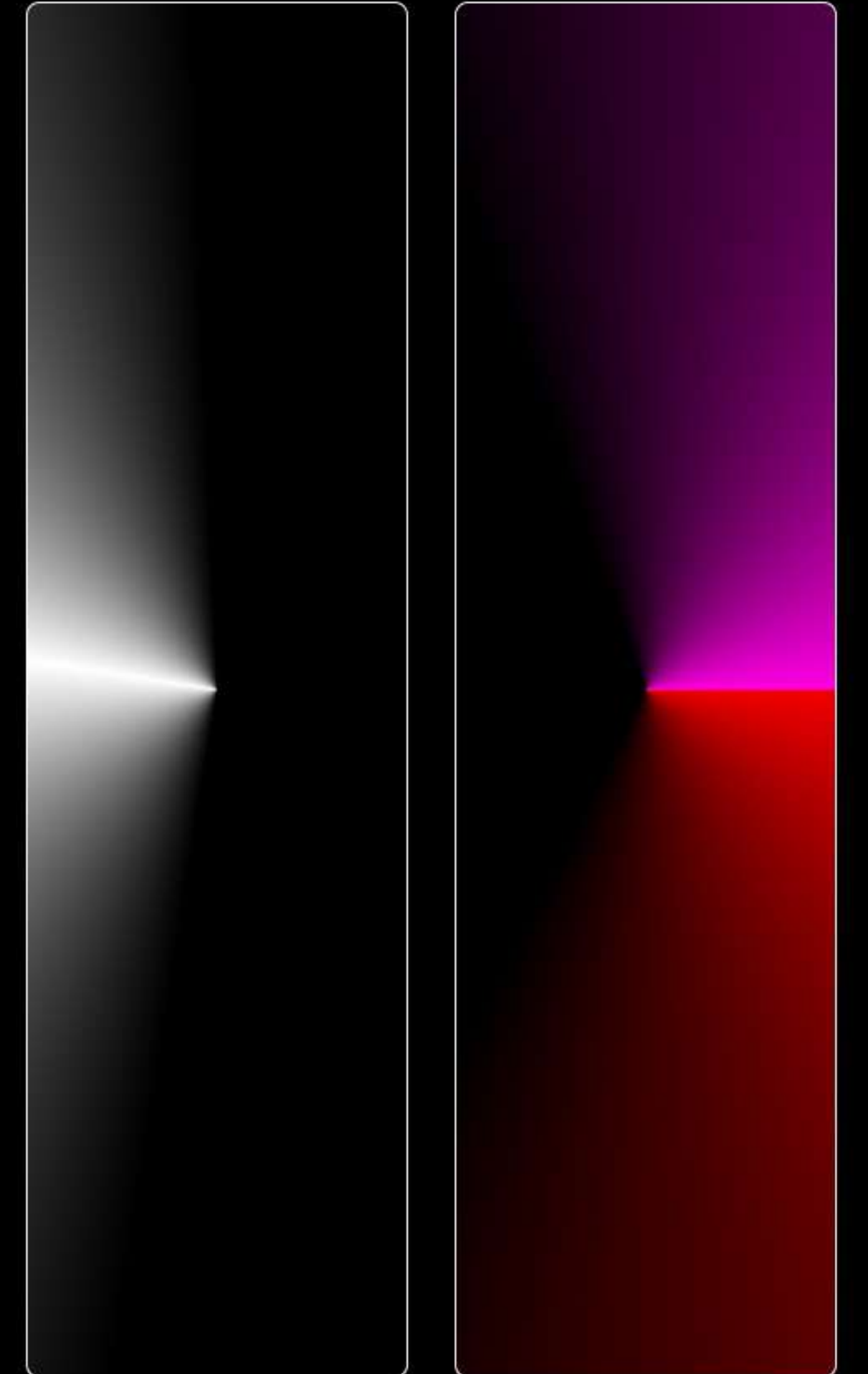
# Druk Wide

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

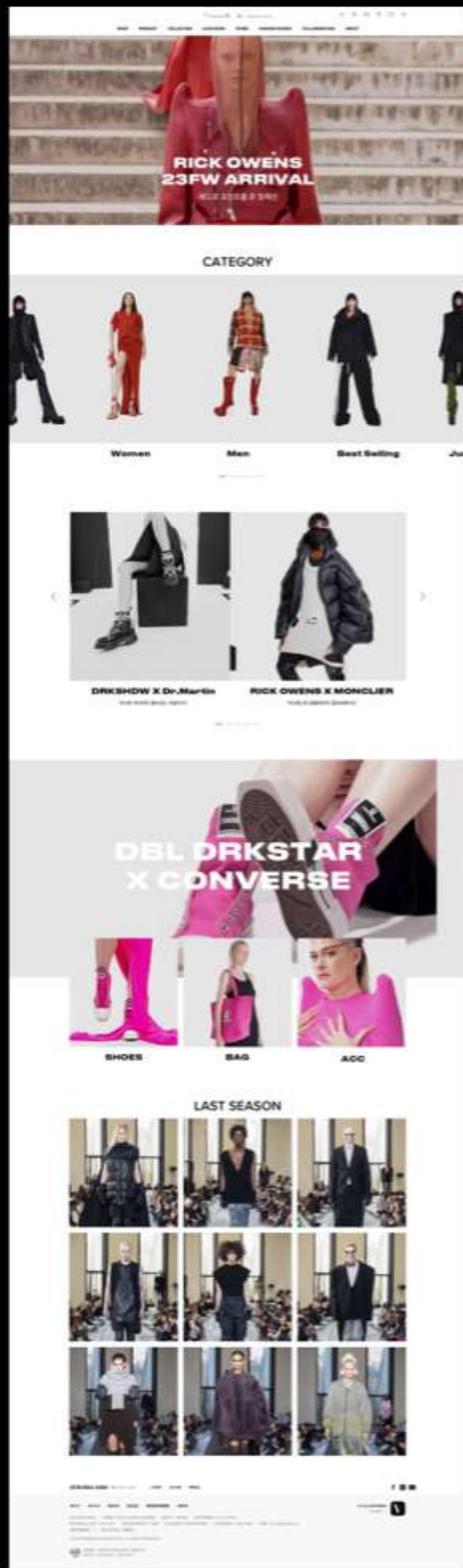
1234567890!@#\$%^&\*()

### Color System

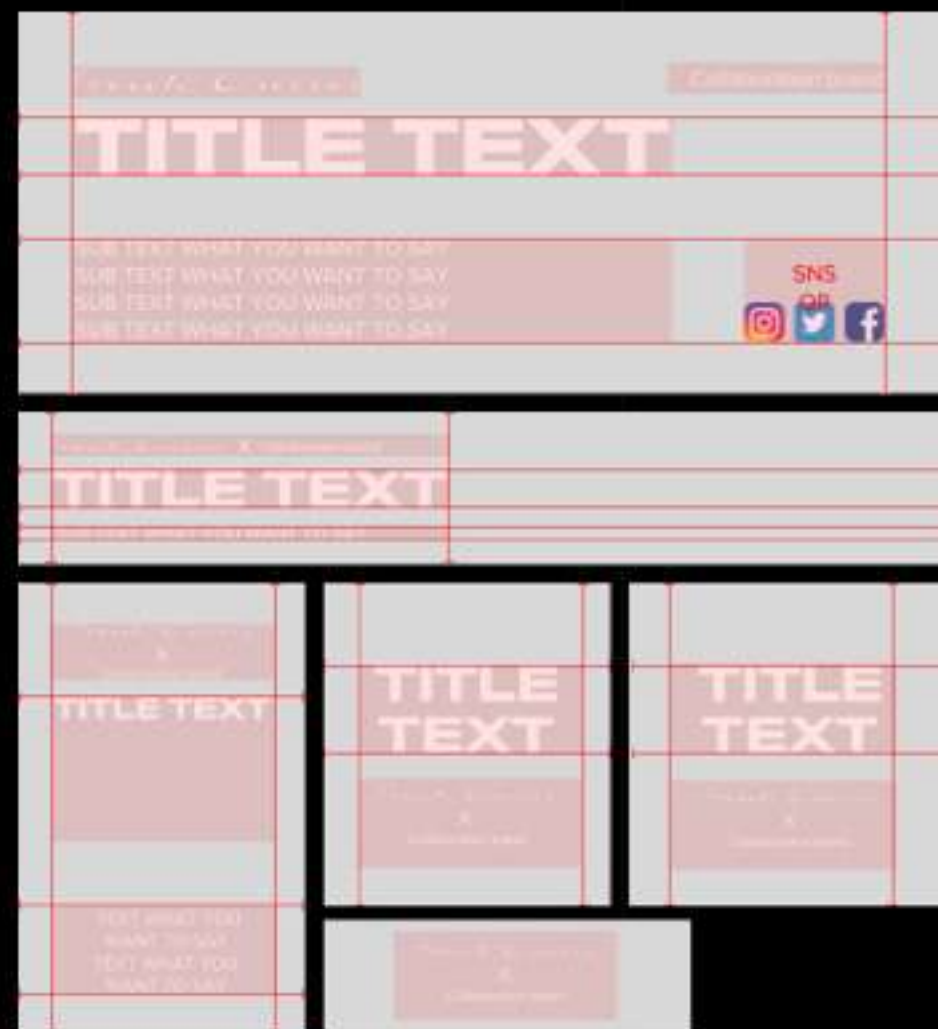


#FFFFFF #000000 #000000 #ff0000 #FF00A9

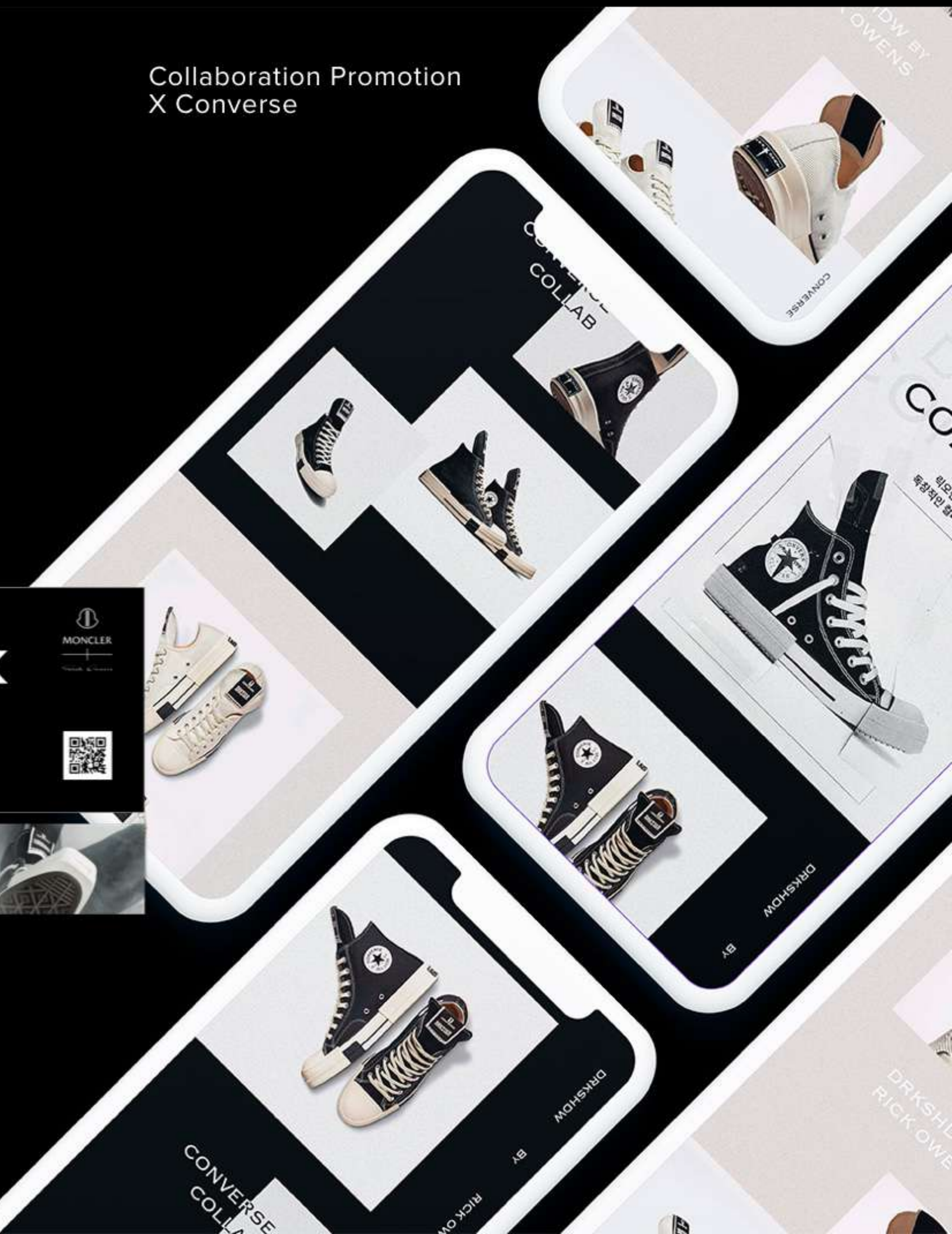
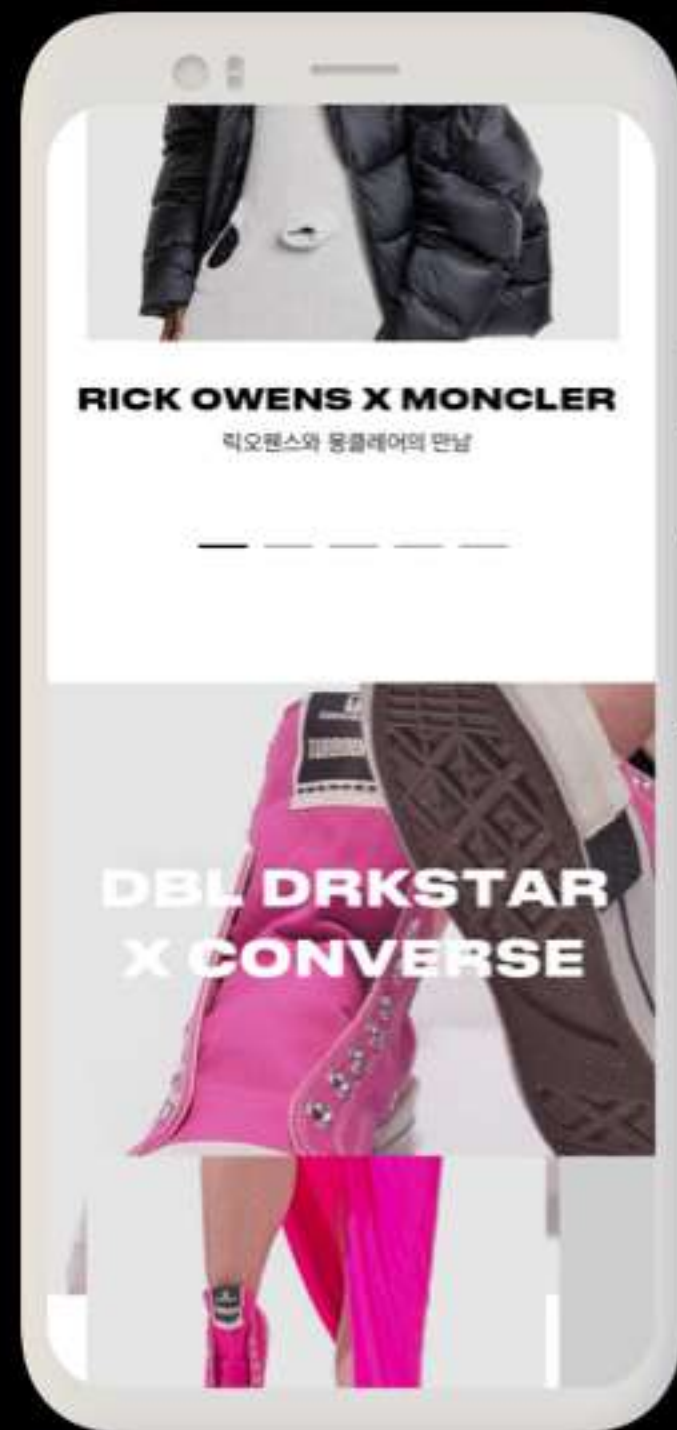
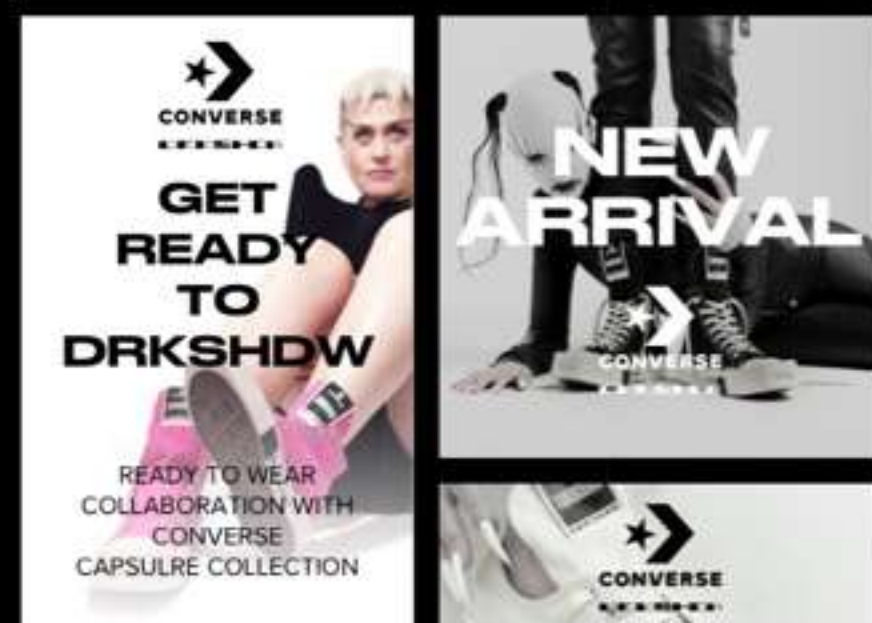
Brand homepage  
Promotion Content  
Design



Banner Guideline



Collaboration Promotion  
X Converse



# ESSENTIAL ITEMS THAT CAN BE WORN FOR 10MONTH

Brand Launching Project  
**'10 MONTH';**

# 10 MONTH;

Typeface

Color System

Essense

# Aa

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!@#\$%^&\*()<=>\_+~

Medium

# Ever The Essential

Italic

# Ever The Essential

# 가 가

Noto Sans CJK KR

가나다라마바사아자차카타파하  
~!@#\$%^&\*()\_+~=><?[]{}/\

Medium

# Ever The Essential

Demi light

# Ever The Essential

## Design Direction

Design Direction: The focus is on simple and classic designs that are not swayed by fleeting fashion trends. This approach ensures that the products remain relevant and wearable for a long time, seamlessly fitting into various styles and serving as basic items in one's wardrobe.

## Oerview

Brand Philosophy and Objectives: 10MONTH aims to promote sustainable fashion by offering essential fashion items that transcend seasons. This enables consumers to choose high-quality garments that can be worn almost all year round, rather than being discarded after just one season, thus contributing to reduced clothing consumption.

## Scope

- 브랜드 익스프레스션 방향성 정립
- 브랜드관 메인 홈페이지 UI 디자인
- 브랜드 가이드라인 기획 및 배포
- PDP(Product Detail Page) 디자인/가이드
- 브랜드 익스피리언스 콘텐츠 기획 및 개발
- 브랜드 익스피리언스 스페이스 기획

This project includes work that was officially conducted by the company, which constitutes 60% of the total, as well as 40% of work that was developed personally. \*Integrating Advanced AI Solutions,

## PLEIN AIR

PANTONE 13-4111  
 RGB 191 202 214  
 CMYK 0.11 0.06 0.00 0.16  
 HEX #BFCAD6

## BLANC WHITE

RGB 255 255 255  
 CMYK 0 0 0 0  
 HEX #FFFFFF

## SEDONA CANYON

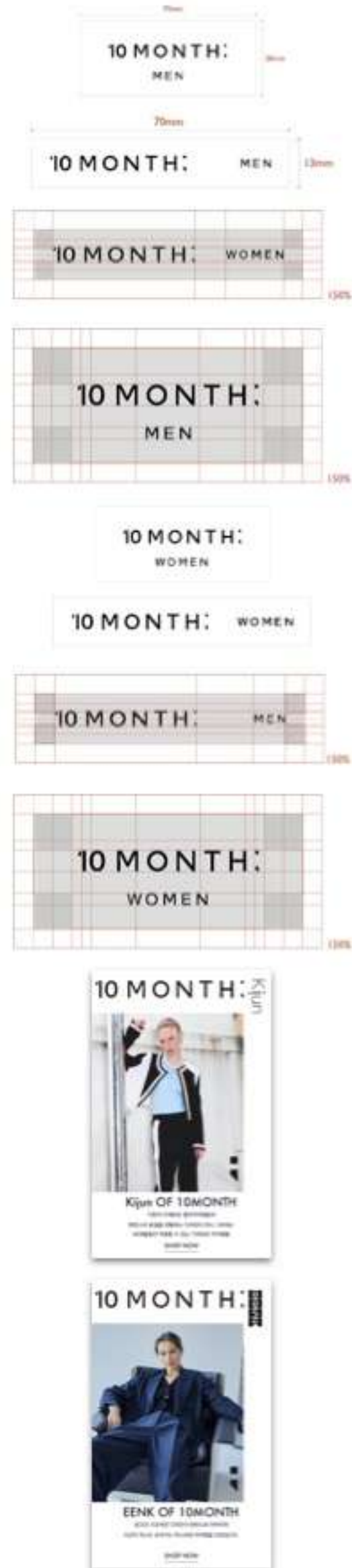
PANTONE 2435 C  
 RGB 233 116 81  
 CMYK 8 55 57 6  
 HEX #C16F58

# 10 MONTH;

## Quality and Fit:

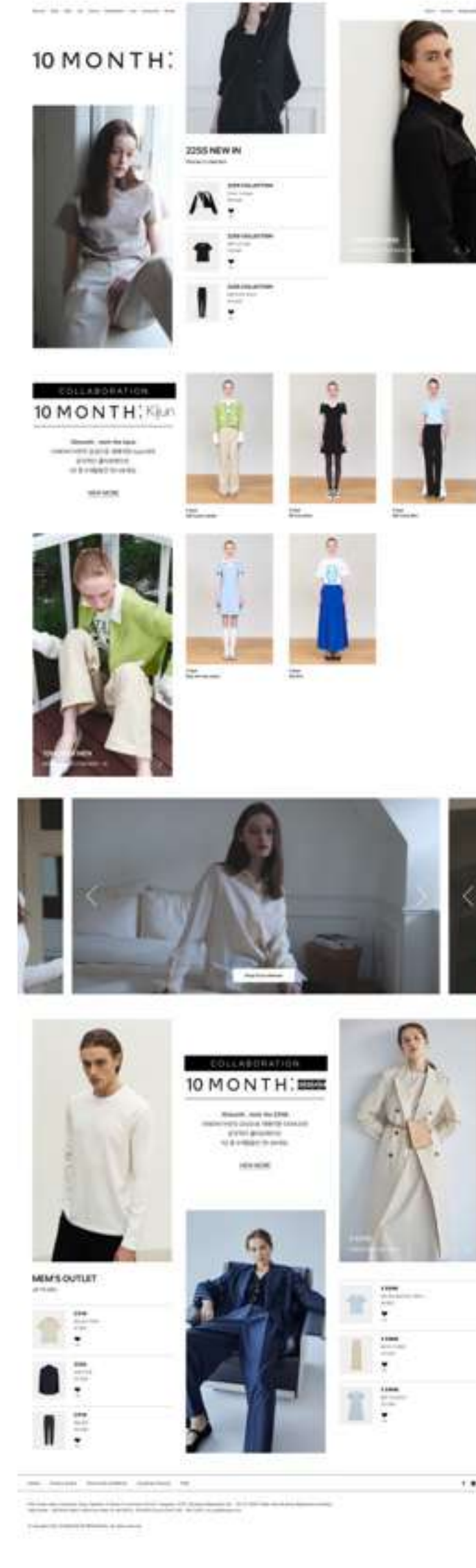
The choice of materials emphasizes durability and environmental sustainability to extend the lifespan of the products. Additionally, meticulous attention is paid to fit, providing superior comfort that accommodates the unique body shapes of individual consumers.

Label Guide

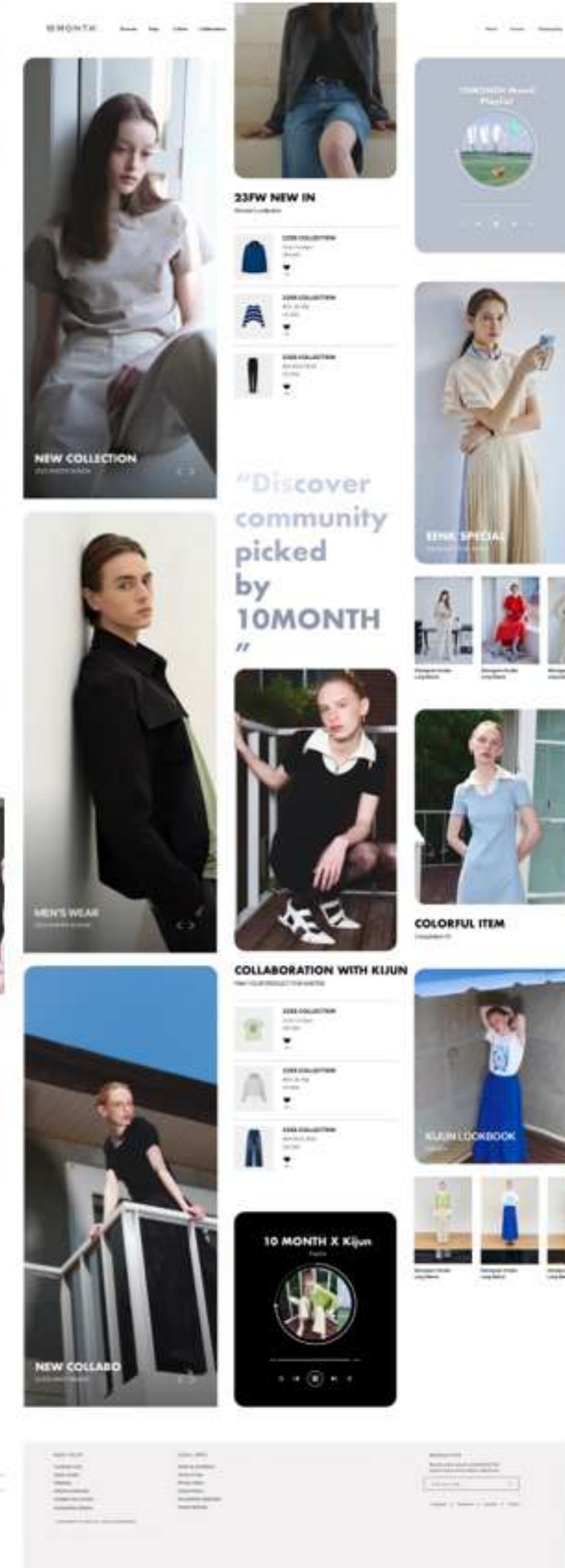


Brand Homepage

Draft Ver 01.



Draft Ver 02.



PDP (Product Detail Page)



Virtual Space (AI)



The Christian Louboutin logo is positioned in the top left corner. It features the word "Christian" in a small, simple font above the brand name "Louboutin", which is written in a large, elegant, white cursive script.

Christian  
Louboutin

A close-up, low-angle shot of a black high-heeled shoe with a distinctive red sole. The shoe is the central focus of the advertisement, set against a dark, moody background. The lighting highlights the texture of the black material and the vibrant red of the sole.

Holiday & Summer / Seasonal Project

Ladies, Who run the world?  
Look at the women who has sexiest red sole.





## Overview

Days before Christmas, festive season in full bloom, our setting takes place amongst the presents underneath the Christmas tree.

Our wonderfully mischievous Spinning Tops come to life, each one bursting in personality inspired by the products of the collection. Unwrapping the presents and tangling themselves in the Christmas lights, the spinning tops unravel this fun and festive concept animating our Windows during the Holiday period .

## CMF guideline



	<b>A</b> BEECH WOOD		<b>B</b> FAKE GOLD LEAF		<b>C</b> FAKE SILVER LEAF		<b>D</b> BRASS 1.2mm mirror polished brass		<b>E</b> GLITTER FABRIC Ebonex Dia. 02		<b>F</b> SWAROVSKI CRYSTALS Crystal autore 0516		<b>G</b> OAK STRIP WOOD Corno Polys. Rosa 2544 stain
	<b>H</b> MIRROR VINYL		<b>I</b> BLACK FLOCK Polystyrene 400mm dia.		<b>J</b> BLACK PAINT Acrylic paint applied with brush		<b>K</b> PINK PAINT Tapeac spray paint Pantone 226		<b>L</b> CREAM PAINT Acrylic paint applied with brush RAL1013		<b>M</b> RED PAINT Acrylic paint applied with brush Pantone 198		<b>N</b> BLUE PAINT Acrylic paint applied with brush Pantone Reflex blue
	<b>O</b> SWAROVSKI CRYSTALS 2019 Krans Rose / Light stem 027 / 8091300 / Silver/black hot fix		<b>P</b> MIRROR ACRYLIC mirror backed with 16mm Ra-board, Brass surround as 'D'		<b>Q</b> ACRYLIC PAINT Pantone Reflex blue Black Yellow 012		<b>R</b> SILVER CHAINS Thin curb silver plated F 1023, CB, SP		<b>S</b> GLITTER FABRIC Glitter class GLD 434		<b>T</b> SWAROVSKI CRYSTALS Size 8034 silver foiled bottle, Zirkonrose Light stem 227, light turquoise 263, blue zircon 226, fern green 291, provence lavender 263, tanzanite 036, capri blue 243, light rose 223, rose 209, jet 280.		

## Scope

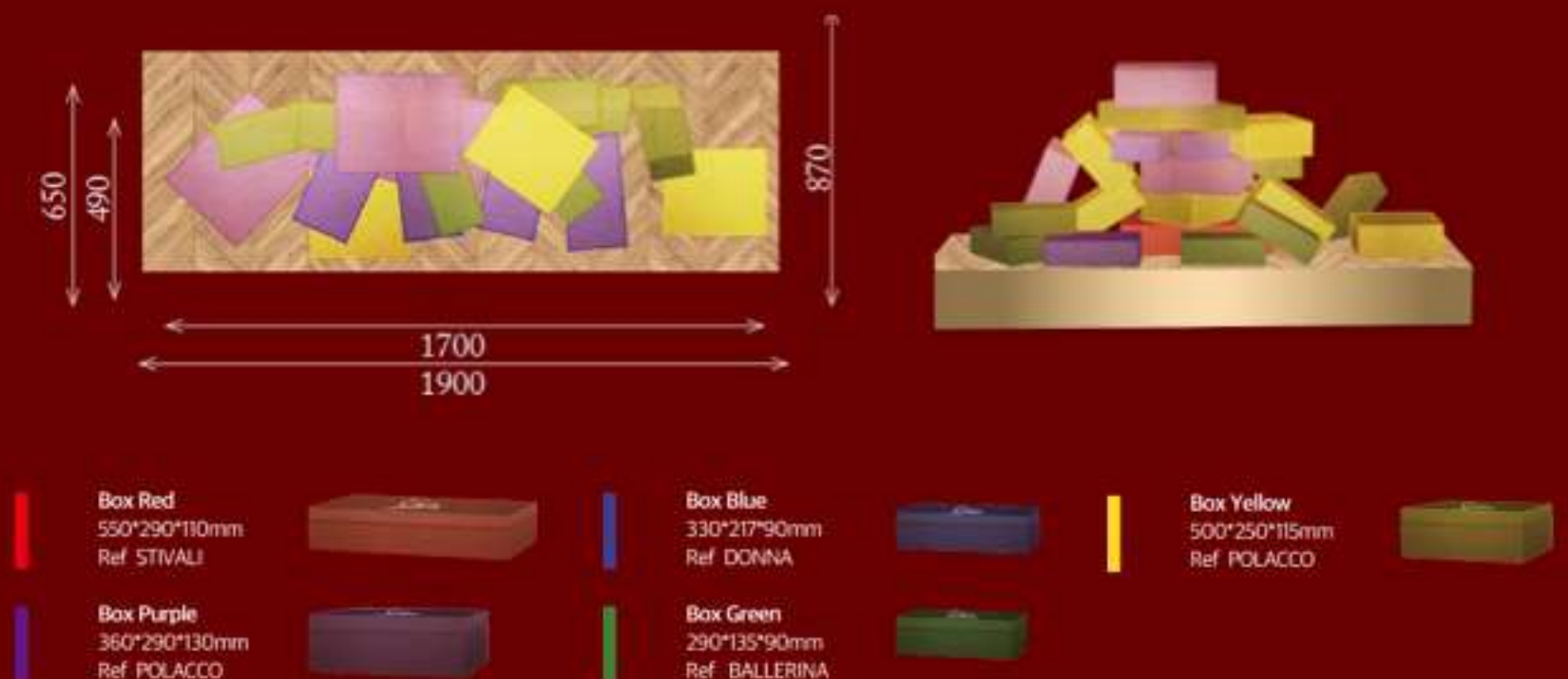
- 브랜드 시즌별 전략에 따른 익스프레스션 가이드
- 브랜드 가이드라인 기획 및 배포
- 브랜드에 맞는 BTL 마케팅 전략 진행
- 공간 브랜딩 및 비주얼 라이징

This project includes work that was officially conducted by the company, which constitutes 70% of the total, as well as 30% of work that was developed personally.

## Typface Color system



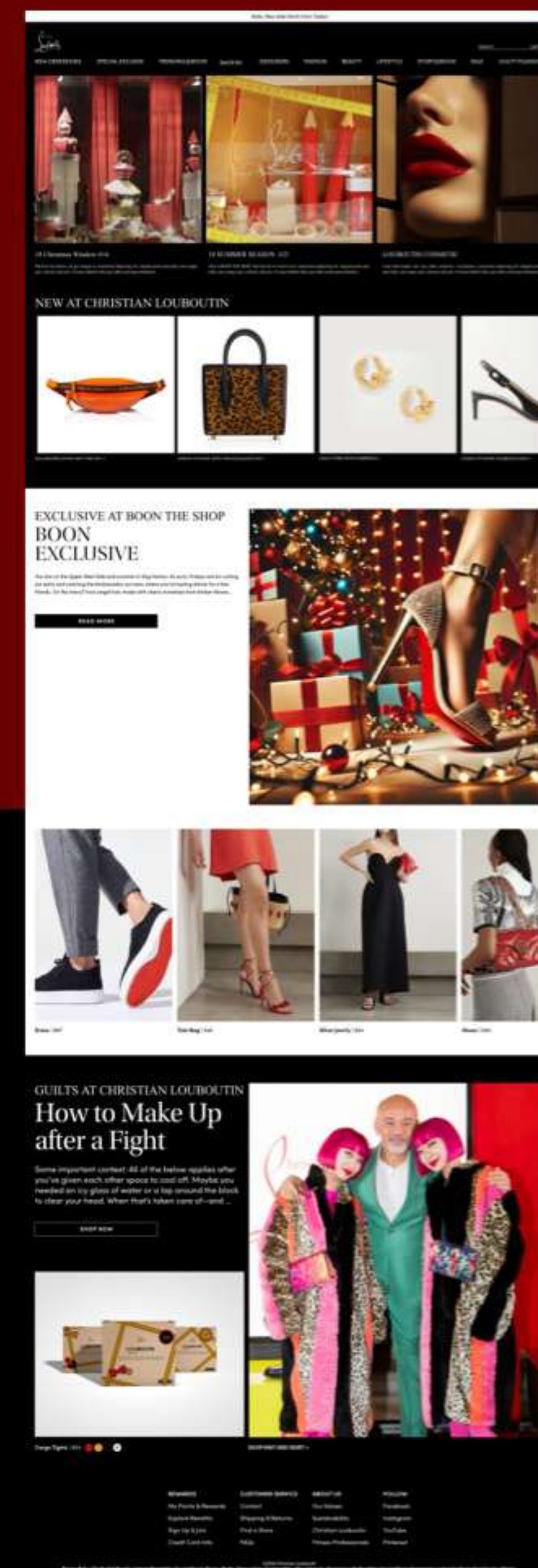
## Prop mesures



Spatial Design (Window)



Online page (PC/MO)





## Overview

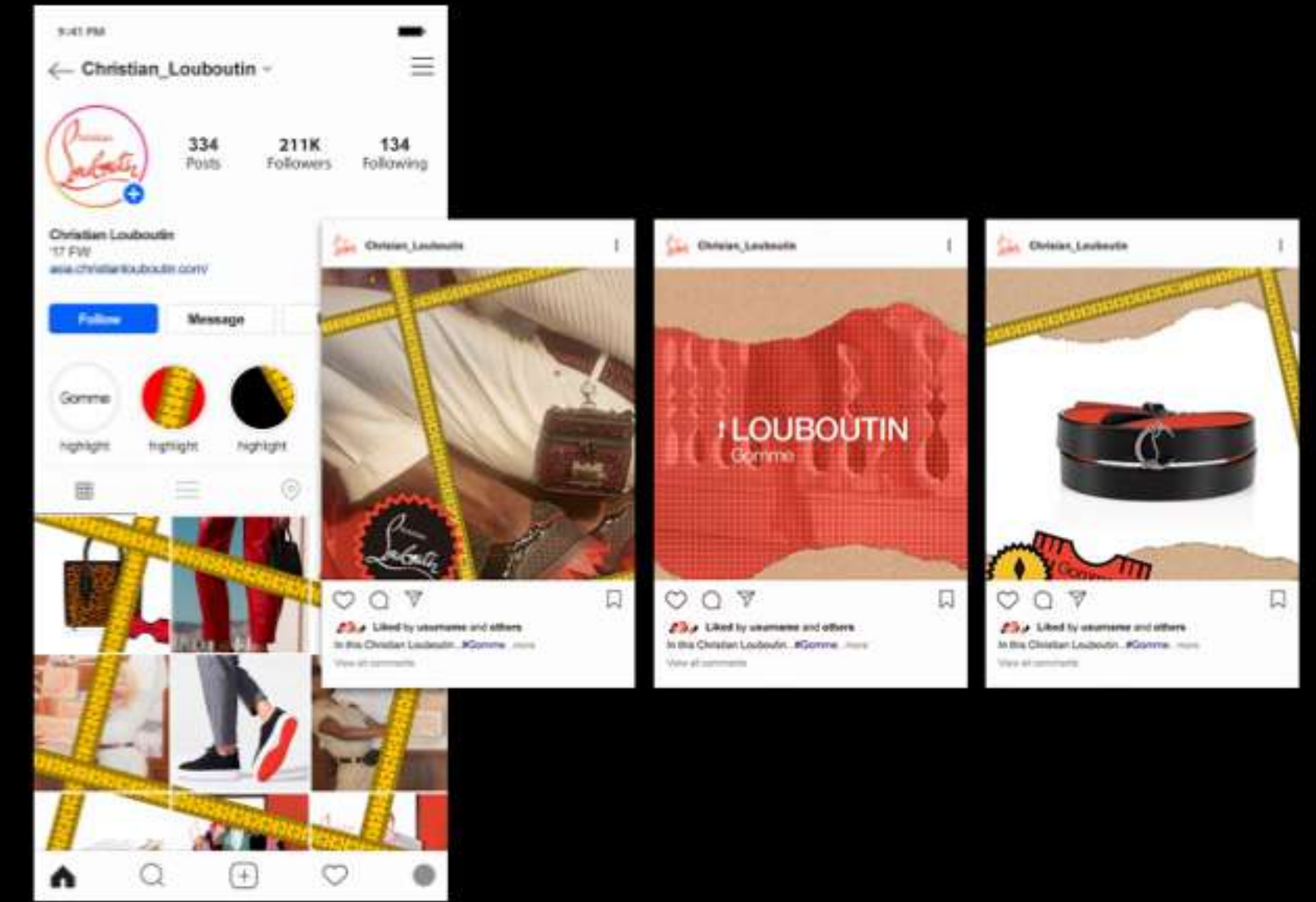
The 18SS collection is centered around the two themes of 'Kitsch' and 'Toys.' The use of bold red color, oversized measuring tapes, and pencils reflects Christian Louboutin's luxury and unique kitsch style. This season, we aim to highlight Christian Louboutin's humorous elegance by combining intricate design with playful elements.

## Scope

- 브랜드 시즌별 전략에 따른 익스프레스션 가이드
- 브랜드 스타일 가이드 정립
- 공간 브랜딩 및 비주얼 라이징

This project includes work that was officially conducted by the company, which constitutes 90% of the total, as well as 10% of work that was developed personally. \*Integrating Advanced AI Solutions.

## SNS Guideline



## Font & Color systems



# d71518

R 215% G 21% B 24%  
C 19% M 99% Y 100% K 0%



#ffc500

R 255% G 197% B 0%  
C 3% M 29% Y 89% K 0%



#ffffff

R 255% G 255% B 255%  
C 0% M 0% Y 0% K 0%



#000000

R 0% G 0% B 0%  
C 93% M 89% Y 88% K 80%



## Graphic motif & Material



Material

torn craft



Graphic

grid background  
graphic sticker



## Spatial Design (Window)

