

SEN PARK

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Graphic designer and art director with a strong foundation in conceptual thinking and experimental design, crafting engaging visual narratives that push creative boundaries. Passionate about typography, branding, and immersive storytelling across digital and print media, with a collaborative and research-driven approach to design. Currently pursuing a MFA in Graphic Design at CalArts.

EXPERIENCE

Current — Sep 2024	California Institute of the Arts (CalArts) <i>Valencia, California, USA</i> Graphic Design Studio Technician · Part-time <ul style="list-style-type: none">Managed equipment loaning systems for students, ensuring efficient and organized access to resources.Assisted faculty with design-related projects, supporting visual communication tasks and studio operations.
Jul 2024 — Mar 2018	Samsung Medical Center <i>Seoul, South Korea</i> Graphic Designer · Full-time <ul style="list-style-type: none">Managed, expanded, and applied brand assets across various media, including identity systems, campaigns, print, signage, and digital platforms.Designed and produced motion graphics and branded animations for media walls and digital displays, enhancing visual communication and user experience.Recognized as an SMC Global Ambassador(2022–2023) for developing design featured in international events.Led the brand key visual project, earning Grand Prizes in international design competitions.
Aug 2024 — May 2019	MindChart & Sky Mental Health Clinic <i>Seoul, South Korea</i> Graphic Designer · Freelance <ul style="list-style-type: none">Developed comprehensive brand identity systems, including logos and packaging from concept to execution.Created and managed sub-brands under cohesive brand architecture, maintaining strong visual identity.

SKILLS

Software	Illustrator InDesign Photoshop Lightroom After Effects Premiere Pro	Figma HTML, CSS Blender Apple iWork Suite Microsoft Office Suite Google Suite
Expertise	Graphic Design Art Direction Typography Lettering Branding Packaging	Identity Systems Motion Graphics Photography & Lighting Image & Video Editing Print & Publication AI Prompting

EDUCATION

May 2026 — Sep 2024	California Institute of the Arts (CalArts) <i>Valencia, California, USA</i> MFA in Graphic Design <ul style="list-style-type: none">Awarded \$60,000 Graduate Merit Scholarship.Awarded \$1,500 Interdisciplinary Grant.Led branding for CalArts' student-driven Design Center.
Feb 2018 — Mar 2012	Hongik University <i>Seoul, South Korea</i> BFA in Visual Communication Design <ul style="list-style-type: none">Awarded Grand Prix in Design Management course.Served in the Student Association Executive.Participated in Graphic Design Club <i>GREENBEE</i>.

AWARDS

Feb 2023	Asia Design Prize 2023 Grand Prize <ul style="list-style-type: none">A branding project for Samsung Medical Center.
Sep 2022	Asia Brand Prize 2022 Grand Prize <ul style="list-style-type: none">A branding project for Samsung Medical Center.
Nov 2019	Digital Health Hackathon 2019 Grand Prize <ul style="list-style-type: none">A service design for a mental health management app.

EXHIBITIONS

Apr 2025	kaleidoscope by CalArts UKAL <i>"DisText", an interdisciplinary project exploring fractured language and nonlinear time through type and sound.</i>
Nov 2024	CalArts Multidisciplinary Art Exhibition <i>"Ara of Asa", an interdisciplinary project integrating ambient sound and dance with dynamic visualizations.</i>
Dec 2023	Experimental Typography Series <i>"Viewpoint/Nuance/Bias of Typeface", critiquing information bias through installations, type design, and interactive web.</i>