



WORK EXPERIENCE

Graphic & Packaging Designer, LG H&H Co.

Seoul, Korea | Jan 2020 - Mar 2023 (3 years 3 months) | Full time – Junior to Senior

- » Led su:m37°'s rebranding initiative, collaborating with cross-functional teams to manage and develop a new brand identity that resonated with the target audience.
- » Concepted packaging design for other luxury cosmetics brands, including The History of Whoo and OHUI, maintaining high-quality standards and meeting tight deadlines.
- » Designed packaging for the dietary supplement brand, Life Garden, providing innovative designs that improved visibility and consumer appeal.

Freelance Graphic Designer, DOBONG Cultural Foundation Inc.

Seoul, Korea | Aug 2019 - Dec 2019 (5 months)

- » Collaborated and communicated with directors, producers, and the creative team to achieve optimal outcomes for the Dobong Mountain Festival.
- » Executed the design and production of the Profile Book for the Dobong Artists Club.

Freelance Graphic Designer

Seoul, Korea

- » Created the 'HealEng' logo and participated in brand identity strategy planning.
- » Designed editorials for brochures, booklets, books, and other print materials.
- » Participated in the Seoultech Start-Up Art Fair to showcase designed products.

Freelance Illustrator

Seoul, Korea | Jul 2018 - Dec 2019 (6 months)

- » Specialized in creating portrait illustrations and designing merchandise.
- » Participated in the Young Creative Korea Fair to showcase, sell artwork and products.

Graphic Designer, Korea Leadership School Inc.

Seoul, Korea | Sep 2017 - Jan 2018 (5 months) | Volunteer

- » Led the overall design of the event for the Young Forum.
- » Collaborated with the creative team to achieve optimal creative outcomes.

Content Designer, The Blink

Seoul, Korea | Sep 2017 - Dec 2017 (4 months)

- » Designed engaging digital content for websites and social media platforms to enhance brand visibility and audience engagement.

Graphic Designer, Dailefresh

Seoul, Korea | July 2016 - August 2016 (2 months) | Intern

- » Redesigned packaging for healthy beverages.
- » Collaborated with the marketing team to create a product promotion strategy.

SKILLS

- » Adobe Illustrator, Photoshop, InDesign, After Effect, Premier Pro
- » Figma
- » Google Docs, Slides, Sheets
- » Microsoft Word, PowerPoint, Excel
- » Keynote

EDUCATION

MA in Graphic Design and Visual Experience

Savannah College of Art and Design,

Savannah, GA, US

September 2023 - June 2024

BA in Graphic Design

Seoul National University of Science

and Technology, Seoul, Korea

March 2014 - February 2019

GRADUATE FOCUS

The reason for my graduate studies was to deepen my understanding of how design can inspire behavior and enhance communication among people. Therefore, I focused on creating a design solution to make Hangul more accessible to non-native speakers through interactive design structures.

AWARDS & CERTIFICATES

IDSА 2023 FEATURED FINALIST

Issued by International Design

Excellence Awards, July 2023

- » The History of Whoo "Radiant White Palace Special Edition"

Lextant Certification in Design

Research and Insight Translation

Issued by Lextant, Jan 2024

U.S. & KOREAN CITIZEN

- » Proficient in English
- » Native in Korean