

Chaerin Kang

As a Communication Design student at Pratt Institute, I specialize in graphic design and have a passion for branding, advertising, and editorial design. My design philosophy is to emphasize the transformative power of design to solve problems, communicate messages, and create inspiring stories. I am ready to provide creative solutions and fresh ideas to the design community.

Education +

BFA Communicaiton Design
Pratt Institute, Brooklyn New York
2021 - Present

Experience +

Creative Intern

Welles Scrubs, New york
September 2024 - Present

Create content for Welles' social medias. Assist with visual research for photoshoots and merchandising, and support marketing campaigns and social media management.

Content Creator Intern

Integrated Projects (IPX), Remote
June 2024 - September 2024

Led marketing campaigns, social media content, and brand development to boost IPX's industry presence and consumer engagement

Print Center Computer Lab Monitor

Pratt Institute, Brooklyn, New York
September 2021 - April 2024

Managed the printing systems in the computer lab and supervised the production of booklets and the printing of various types of paper

Activities +

Founder

Blend Creative crew | Blend.with magazine
March 2024 - Present

Produces Instagram magazines and plans interviews. Directs various creative projects related to photography, design and art

Vice President

PIKS (Pratt Institute Korean Student Association)
August 2023 - Present

Connects students in New York and runs programs and events for Pratt students as vice president of a 200-member school club

Communication & Art Director

PIKS (Pratt Institute Korean Student Association)
August 2022 - May 2023

Designed social media posts and managed overall event promotion

+ Awards

President's List
Pratt Institute
2021 - 2024

Presidential Merit Scholarship
Pratt Institute
2021

+ Skills

Adobe Ps/Ai/Id/Ae/Pr/Dn
Figma
Blender
Cinema 4D
HTML/CSS

Typography
Grid system
Branding
Advertising
Motion Graphic
Mockups
UX/UI