

**Brand designer focused on building scalable systems and world-facing experiences that translate complex ideas into clear, human-centered form.**

**Experience**

**Deutsch**  
Associate Design Director • 2024–Present  
Senior Designer • 2020–2024  
Designer • 2018–2020

Led brand systems, campaign frameworks, and visual identities for global clients across entertainment, retail, and technology. Focused on translating complex brand and product ideas into scalable design systems spanning digital, social, live, and physical touchpoints. Partnered closely with strategy, creative, and production teams to ensure clarity, consistency, and craft at scale.

**Hello Design**  
Lead Designer • 2016–2017

Led identity and experience design across cultural, entertainment, and digital projects. Worked cross-functionally with strategists, engineers, and clients to shape cohesive brand expressions across platforms.

**Freelance Designer**  
2014–2016

Worked independently on brand identity, illustration, and digital projects for a range of clients, building foundational experience across concept development, execution, and client collaboration.

**Focus**

Building scalable brand systems  
Translating abstract ideas into form  
Designing campaigns and experiences  
Creative direction and design leadership  
Cross-functional collaboration

**Education**

**ArtCenter College of Design**  
BFA, Graphic Design

**Languages**

English, Korean