

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