Campbell "Maki" Oh

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makimoh.com

EDUCATION

Washington University in St. Louis
Sam Fox School of Design & Visual Arts

BFA Candidate, May 2025
Major in Communication Design
Minors in Computer Science & Human
Computer Interactions

Dean's List (6-time recipient)
GPA: 3.79/4.00

SKILLS

Figma

Procreate

Adobe InDesign

Adobe Photoshop

Adobe Premiere Pro

Adobe Ilustrator

Content research & creation, social media
management (Instagram, TikTok, X)

LANGUAGES

English (Native)

Korean (Conversational)

HTML

CSS

Javascript

Python

EXPERIENCE

Republic   New York City, NY
Marketing & Design Intern; Feb 2024–Present

Established a centralized marketing design system and asset library
to streamline creative processes for 5+ teams.

Directed branding and design strategies for next-gen, tokenized portfolio
companies, including Watford FC and Pressman Film, reaching a total
of over 3,715 investors raising $7M+.

Spearheaded Seedrs' rebrand to Republic Europe, ensuring brand consistency during transition.

Delivering high-impact visuals for pitch decks, presentations, social media
campaigns, advertisements, event promotions, and branded merchandise.

Self-Employed   St. Louis, MO | Denver, CO
Freelance Illustrator; 2020–2024

Commissioned by HoYoverse to create a promotional video for *Genshin
Impact*. Invited by the HoYoverse content creator team to be a *Genshin
Impact* content creator and participate in the HoYoverse TikToker Project.

Maintained a social media presence in order to promote freelance work.
Current statistics include: 21k followers on Instagram; 32.5k followers
and 1.3 million total likes on TikTok.

Produced full-color illustrations for independent, international publications.

Managed an independent business, organizing services and maintaining
a network of clientele. Actively communicated with clients, providing
updates on commission progress and accommodating feedback.

WashU Lunar New Year Festival
Art Director; Apr 2022–Feb 2024

Directed the organization's visual aesthetic. Designed event graphics,
social media posts, and merchandise.

Sam Fox School of Design & Visual Arts   St. Louis, MO
Whitaker Learning Lab Monitor; Aug 2022–May 2023

Assisted students in printing and scanning materials. Managed and maintained the appropriate machinery for printing jobs.