

<div>MINJU JANG</div> <div>Graphic Designer, Art Director</div> <div>minjujang.design@gmail.com</div> <div>(+82) 10-8679-8850</div> <div><a href="http://minjujang.com">minjujang.com</a></div>		
WORK FOR		
2023.07. – Present	<div><b>YX LABELS OF HYBE</b></div> <div>K-pop Entertainment Seoul, Tokyo</div>	<div><b>Visual Creative Director</b></div> <div>Overseeing idol group branding and leading the company-wide rebranding at YX LABELS, shaping visual identity, brand strategy, and design direction to establish a strong market presence.</div>
	<div>Selected Projects</div> <div>2024.11. – 2025.03.</div>	<div><b>Leading YX LABELS Rebranding</b></div> <div>Led the complete rebranding of HYBE LABELS JAPAN into YX LABELS, overseeing brand transformation at a corporate level. Defined and directed the new visual identity to align with YX LABELS' brand strategy.</div> <div><a href="#">YX LABELS Website</a></div>
	2024. – Present	<div><b>Directing Visual Identity for a New Idol Group, aoen</b></div> <div>Led the branding and visual direction for an upcoming idol group, 'aoen' under YX LABELS. Established the group's unique visual identity, ensuring consistency across all brand assets.</div> <div><a href="#">aoen Website</a></div>
	2023. – 2024.	<div><b>Branding for Pre-Debut Group, 24kumi</b></div> <div>Developed the complete visual identity for 24kumi, a pre-debut trainee group under YX LABELS. Defined key elements, including logo, typography, color schemes, and concept imagery.</div> <div><a href="#">24kumi X(Twitter) visualization</a></div>
2022.10. – 2022.12.	<div><b>SEFY</b></div> <div>Beauty AI Service London(Remote)</div>	<div><b>Brand Designer</b></div> <div>Created a new brand identity and led the visual overhaul of the app, designing a new logo, typography, key colors, navigation, and icons. Additionally, designed and managed social media content for SEFY's Instagram.</div>
	<div>Selected Projects</div> <div>2022.10. – 2022.11.</div>	<div><b>Leading Sefy Rebranding</b></div> <div>Led the complete rebranding of Sefy Ver.2, overseeing the brand transformation at a corporate level. Defined and directed the new visual identity to align with Sefy's updated brand strategy.</div>
2021.09. – 2021.11.	<div><b>VM Project Architecture</b></div> <div>Music Video Production Seoul</div>	<div><b>Assistant Director</b></div> <div>Led the ideation of concepts, visual storytelling and narrative consistency. Prepared the shooting setting in accordance with the production schedules and storyflow. Edited video footage to match the established story flow and direction.</div>
	<div>Selected Projects</div> <div>2021.10. – 2021.12.</div>	<div><a href="#">NCT– U &lt;Universe&gt; M/V</a></div>
	2021.09. – 2021.11.	<div><a href="#">HWA SA &lt;I'm A Bitch&gt; M/V</a></div>
	2021.09. – 2021.11.	<div><a href="#">SEVENTEEN Concert VCR</a></div>

EDUCATION

2019.03.–2024.02.	<b>Hongik University</b> Seoul, Rebulic of Korea	<b>Visual Communication Design</b> Bachelor Degree of Fine Arts&Design Department GPA 4.21 / 4.5
	<b>Selected Projects</b> 2023.03. – 2023.06.	<b>Share Your Disney Moment</b> Contributed to Disney Korea's 100th anniversary celebration with the short film "Break Free". <a href="#">Breaking Free Film</a>
	2019.03. – 2023.02.	<b>Proto</b> Proto is a interaction&coding group of Hongik University. Led the art direction for the Proto exhibition.
Spring 2022	<b>Kingston University</b> London, United Kingdom	<b>Graphic Design</b> Exchange Program of Hongik University
2016.03.–2019.02.	<b>Seoul Arts High School</b> Seoul, Rebulic of Korea	<b>Design</b> Majored Design of Fine Arts&Design Department Student Leader of Design Department

PROJECTS/  
EXHIBITION

2020.03.–2022.02.	<b>Everything in this exhibition is a lie</b> Seoul, Rebulic of Korea	<b>Participated in the Exhibition</b> Participated as a graphic designer.
2020.03.–2022.02.	<b>Break Magazine</b> Seoul, Rebulic of Korea	<b>Head Video Director</b> Break Magazine is a fashion&lifestyle magazine based in Seoul.
2019.03.–2019.07.	<b>Art University Collaborative Exhibition</b> Seoul, Rebulic of Korea	<b>Art Director</b> Participated as an art director for a film showcased at the Art University Collaborative Exhibition. Film <A Small Stone, A Ripple in the Pond> awarded the <u>BEST SCREENPLAY AWARD</u> at Hongik University for outstanding storytelling and concept development.

AWARD

2020 WOW Film Festival [Best Screenplay Award]

LANGUAGE

Korean(Native), Japanese(Basic)  
English(Advanced)  
OPIc(Advanced Low), DET 130/160 (CEFR C1)

SKILL

Graphic design, Editorial design, Illustration, Typography,  
Lettering, Branding, Brand Strategy, Art directing,  
Filming&Video editing, Fashion directing