

YUN PARK

DIGITAL DESIGNER

Based in London, UK

+44 7467 240511

rocksovermiddle@gmail.com

<https://www.linkedin.com/in/yunpark0909>

Experience

Art Director

LG AD (LG In-house Creative Agency, Also Known as HS AD)
2017– 2022, Seoul, South Korea

- **Cannes Lions Festival, Young Lions Competition**
Participated in the Global Competition of Young Lions at Cannes, France. Selected in Young Lions Korea Competition.
- **LG OLED TV Global Campaign**
Art direction for commercials. Conceptualised campaign ideas.
- **LG Print Advertisements**
Designed Print Advertisements for LG Electronics and UPlus.
- **LG Group TV Commercials and Brand Experience Design**
Art direction for TV commercials for LG Electronics and LG UPlus. Crafted Compelling Visual Designs.

Brand Experience Designer

Fursys Group (Korean Furniture Design Company)
2016–2017, Seoul, South Korea

- **Iloom Brand Identity Renewal PM**
Provided artistic direction to designers, illustrators, and photographers to maintain brand integrity.
- **Product Identity Design**
Led creative teams in conceptualising and executing the brand product identity.
- **New Collection Art direction**
Art direction and graphic design for the collection photoshoot.

Product Designer

Zero Lab (Product Design Company)
2015, Seoul, South Korea

- Big Issue Cargo Design for Big Issue Project
- Exhibition Design of Typography Biennale 2015

Education

MA, Royal College of Art

Information Experience Design, 2022–2023, London, UK

- Studied Multi-Disciplinary Design. Focused on A.I Design and Art.

BFA(Hons), Hongik University

Visual Communication Design, 2009–2016, Seoul, South Korea

- Studied Graphic Design and Service Design.

Additional Information

Activities

2023, BBC King Charles III's Coronation Concert, Artwork, Windsor
2023, Ars Electronica 2023, Artwork Exhibition, Austria
2023, Beyond a Priori, Season Gallery, Artwork Exhibition, London
2023, Counterpoint, Iklectik, Audio-Visual Performance, London
2018, Cannes Lions Festival, Young Lions, Presentation, France

Awards

2024, Artist Grant Awarded, Arts Council Korea, South Korea
2023, Design x Bioinformatics Design Competition Winner, London
2015, Seoul Urban Design Contest Finalist, Seoul, South Korea
2014, Ryse Hotel(Marriott) Graphic Design 1st Prize Awarded, Seoul

Skills

Art Direction, Graphic Design, Editorial Design, A.I Design,
Advertising Design, Photography, Storyboarding, Presentation
Design, Product Design, Prototyping, Woodworking

Programs

Adobe Creative Suite, Figma, Sketch, Final Cut Pro, MS Office Tools,
Stable Diffusion, Midjourney Blender, Rhino 3D, Keynote