

EDUCATION

09.2020 – Present

ArtCenter College of Design

Pasadena, California

Candidate for a Master of Fine Arts in Graphic Design

03.2012 – 02.2017

Duksung Women's University

Seoul, South Korea

Bachelor of Fine Arts in Textile Design

Bachelor of Fine Arts in Visual Communication Design

EXPERIENCE

08.2020 – 08.2021

Nina Land, Founder

Seoul, South Korea

Designed and illustrated original characters for merchandise and managed production. Launched a Smart Store to sell custom-designed stationery and accessories including AirPods cases, griptoks, memo pads, and key rings. Achieved 5000 visits and over 200 individual sales in the first year of business. Developed marketing materials, product branding, and social media presence to increase traffic by 6% over the first year.

07.2019

Seoul Illustration Fair, Artist

Seoul, South Korea

Created custom illustrations to be showcased for a large event at the COEX convention center, which received over 69 thousand visitors. Sold stationery goods and handmade key rings. Developed and produced booth design with lights, artwork, and products. Increased traffic to personal social media by 15% through on-site promotion, achieving over 100 individual sales from this event.

07.2017 – 12.2017

Handsome, Textile Colorist Intern

Seoul, South Korea

Researched color trends for season and organized over 1,000 color swatches for brands including Tom Greyhound, Each Other, and Fourm Studio. Developed and presented inspiration boards to team for ongoing trend research. Communicated with design team to ensure accuracy of color schemes. Assisted in choosing colors for spring/summer 2018 collection.

RECOGNITION

Fall 2022

ArtCenter Grad Continued Scholarship

2016

Duksung Women's University Community Service Award

2015

Duksung Women's University Graduation exhibition: textile design and visual design

22nd International Communication Design Competition (held by Communication Design

Association of Korea): *Myself*, based on the idea of "Hon-bab"(eating alone) UX/UI

Duksung Women's University Scholarship Award

Colorist Certificate (National Technique Certificate)

GTQ 1st, 2nd Level (National Photoshop Certificate)

SKILLS

Software

Photoshop, Illustrator, InDesign, XD, After Effects, Lightroom, Cinema 4D, Arnold, Keynote, Premiere Pro, Figma, p5.js

Process

Brand strategy, advertising, graphic design, motion graphics, user research, UI/UX, color trend research, photography

Languages

Korean (native), English (fluent)