

EXPERIENCE

Tommy Hilfiger

Dec 2022 - Current
Seoul, South Korea

Freelance Designer

- Launching the first promotional campaigns for a retail environment to align channel best practices.
- Collaborating with marketing and production teams to efficiently deliver organized assets that merge client objectives.

Hogarth Worldwide

(Client: Apple)

Nov 2021 - Dec 2022
Singapore

Freelance Designer

- Created and evaluated inspiring solutions in a range of digital media, including web, social, retail display, print, and presentation deck for Today at Apple under the creative direction.
- Collaborated in a fast-paced environment with a team to create a 'Creative Studios' campaign launched in 14 cities involved by 400+ participants.
- Designed deliverables for opening a new store in Korea that introduced the first-ever K-pop Remix and high-profile talents sessions by supporting the next generation of K-creative industries. All available sessions had sold out within 5 minutes.

The Futon Shop

Nov 2018 - Jun 2021
San Francisco, CA

Visual Designer

- Redesigned evergreen pages, improving usability with better front-end solutions and formulation of UI elements to help users to discover and engage with relevant products across categories, leading to a 30% decrease in bounce rate and a 10% increase in retention.
- Led the creation of 4+ multi-channel social campaigns based on an in-depth analysis of target research and content strategy.
- Worked from synthesized quantitative and qualitative data to develop layouts to A/B testing to curate newsletters and banner ads to drive engagement, and a seamless e-commerce journey, lifting by over 20% web traffic.

Holografik

(Client: Adaptive Biotech)

Sep 2018 - Nov 2018
San Francisco, CA

Visual Design Intern

- Worked closely with the Art and Creative director to ideate a new direction for visual identity systems to be in line with the client's needs.
- Responsible for conceptualizing and creating hero illustrations, custom icons, and motion animation for advertisement, branding touchpoints, and the web.

Louis Vuitton

Aug 2010 - Dec 2010
Seoul, South Korea

Marketing Associate

- Promoted events to raise magazine sales in targeted high-population areas.

SKILLS

Web & Mobile Development, Branding,
Design System, Digital Marketing,
UX/UI Design, Motion Graphic,
Front-end Development, Art Direction,

Photoshop, Illustrator, After Effects,
Premiere Pro, Figma, Webflow, Sketch,
InDesign, Keynote, Google Analytics,
Blender, HTML, CSS, JavaScript

EDUCATION

Academy of Art University May 2018
Masters Web Design and New Media

Sang Myung University March 2011
Bachelors Management Engineering

VOLUNTEER

Make a Mark

(Client: Real Food Real Stories) 2018

- Create typography systems, color schemes, and graphics to support the organization's identity.
- Establish and produce brand templates (including web, event banners, and socials).