
Senior level Designer specializing in digital marketing. I assist companies in the development of their brand to stand out in the age of algorithms. I'm able to bring campaigns to life and guide the creative process from start to finish. Through a collaborative effort with marketing analysts, I'm able to pilot the creative in the right direction.

LAMPS PLUS | Web Graphic Designer (Chatsworth, CA - Remote)

Sept. 2023 - Current

- Design and code emails (HTML)
 - Create videos for social media with added callouts + motion graphics
 - Provide creative concepts for the media team to shoot in-house
 - Asset management within an extremely large ecosystem
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CUTS CLOTHING | Senior Multimedia Designer (Los Angeles, CA)

Sept. 2021 - Jan. 2023

- Developed engaging concepts for marketing campaigns that clearly conveyed a story / highlighted a product
 - Motion Graphics and Animation (well-versed in Adobe After Effects and Premier Pro)
 - Creative Execution from shooting on set to post production
 - Assisted with website graphics and email campaigns
 - Generated ideas for social posts, teasers, and creating engagement
 - Was Director of Photography on numerous productions
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565 MEDIA | Digital Designer (Los Angeles, CA)

Jan. 2018 - Aug. 2021

- Developed engaging concepts for online marketing campaigns for various brands
 - Motion Graphics and Animation
 - Color correction for raw images and video footage
 - Designed landing pages and other web-based assets
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HANSAE FASHION INTERNSHIP | R&D + Graphic Designer (Seoul, South Korea)

Jan. 2017 - Dec. 2017

- Designed 4D capable graphics for application onto garments, which could be interacted with via the Hansae app
 - Created event graphics including: invitations, photo backdrops, displays, and brochures
 - Learned a 3D fashion software (CLO) to show realistic renders of garment designs
 - Designed client decks
 - Researched market trends and purchased samples for buyer meetings
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CHUNGDAHM LEARNING | English Teacher (Geoje-do, South Korea)

Nov. 2015 - Nov. 2016

BLUEPRINT STUDIOS | Graphic Designer (Los Angeles, CA)

May 2015 - Oct. 2015

- Created print-ready (large scale) designs for trade shows and wayfinding signage
- Designed marketing assets and promotional / event materials
- Worked on user interface design for the company app
- Developed company brochures

- High quality HP and Epson printing
- Provided direction in composition, paper types, weight, and style
- Ensured the correct format, size, and resolution for all prints + image retouching
- Instructed how to properly format books and printing specifics

VOLUNTEERING

In 2023 I became involved in an art installation titled "Love Thy Beast," which won a grant to be created and brought to Burning Man. I documented the entirety of the project, ran social media, and established a website to raise additional funding. This project was successfully executed and we were invited back for 2024.

SKILL HIGHLIGHTS /

Project Management

Concept Development

Ideation

Adobe Suite

Video

Photography

EDUCATION

Otis College of Art & Design

Los Angeles, CA

Bachelor of Fine Arts

2011 - 2015

