

April Seo

seoa488@newschool.edu
+1 (302) 401-0731
+82 10-6291-6305
@aprilseo_

April Seo

seoa488@newschool.edu
+1 (302) 401-0731
+82 10-6291-6305
@aprilseo_

Education

Parsons School of Design - The New School
BFA Communication Design
Aug 2022—Present

Yonsei International Summer School
Jun 2023—Aug 2023

St. Andrew's School (DE)
Aug 2019—May 2022

Experience

Founder & Editor-in-Chief
Accent Magazine, St. Andrew's School (DE)
Aug 2021 — May 2022
- Assembled and edited content from student contributors for annual Asian American Pacific Islander month magazine
- Partnered closely with school faculty on printing and distribution to ensure timely availability of the magazine to the school community
- Managed content for Asian Student Union Instagram account, increasing exposure

Student Graphic Designer
St. Andrew's School (DE)
Dec 2020—May 2022

- Designed graphics for various school events, increasing student participation through merchandise design and branding for student clubs
- Collaborated with the Communications Department to create key visuals for Reunion Weekend, enhancing alumni engagement

Teaching Assistant
St. Andrew's School (DE)
Feb 2020—May 2022

- Supported the Drawing 1 class by preparing materials and spaces, and assisted in classroom instruction, including tutoring faculty
- Curated the school's annual art show through collaborating with the Art Department to design the floorplan, improving attendee experience

Publications/Exhibitions

illur.
Bincan Illustration Group Exhibition
Seoul, South Korea
Dec 2023—Jan 2024

ANARCHY 01 Part 1 & 2
ephemere. Photography Group Exhibition & Zine
Tokyo, Japan
Oct 2023

Awards/Honors

Dean's List
Parsons School of Design

Merit Scholarship
Parsons School of Design

Art Prize
St. Andrew's School (2022)

Skills/Interests

Adobe Suite (InDesign, Photoshop, Illustrator)
Google Suite

Fluent in English and Korean

Art Direction
Editorial Design
Fashion
Illustration
Photography

Volunteer

NYFW F/W 24 Dresser
Bach Mai, Feb 2024

Festival Staff/Translator
Groove In Gwanak, Jul 2023

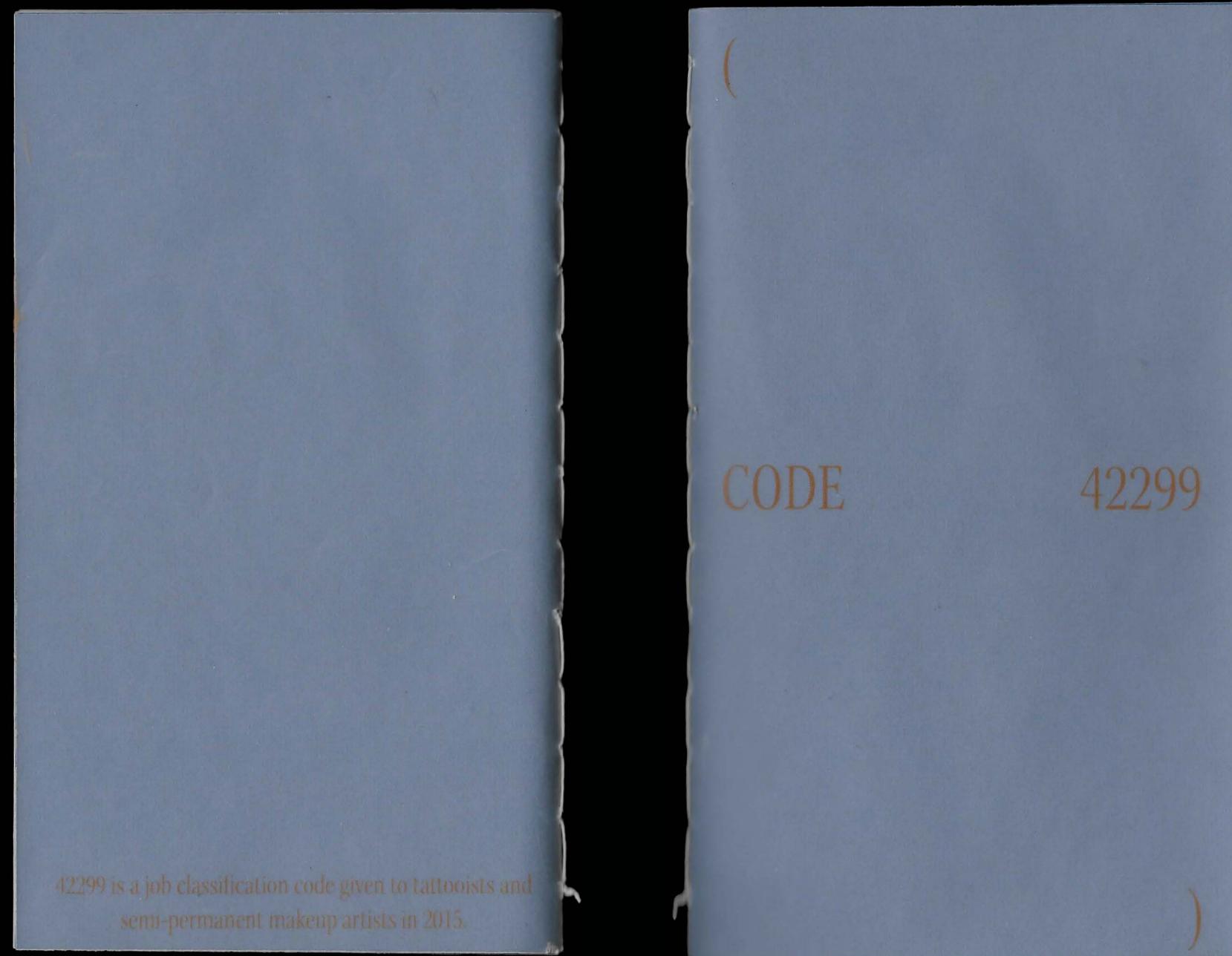
Dresser/Backstage
DIALECTIVE, May 2023

Code 42299

A booklet expressing advocacy towards the legalization of tattooing in South Korea, the only country in the world to criminalize the act of tattooing without a medical license, through three different perspectives

4"x7"

2024



Code 42299

A booklet expressing advocacy towards the legalization of tattooing in South Korea, the only country in the world to criminalize the act of tattooing without a medical license, through three different perspectives

4"x7"

2024



Code 42299

A booklet expressing advocacy towards the legalization of tattooing in South Korea, the only country in the world to criminalize the act of tattooing without a medical license, through three different perspectives

4"x7"

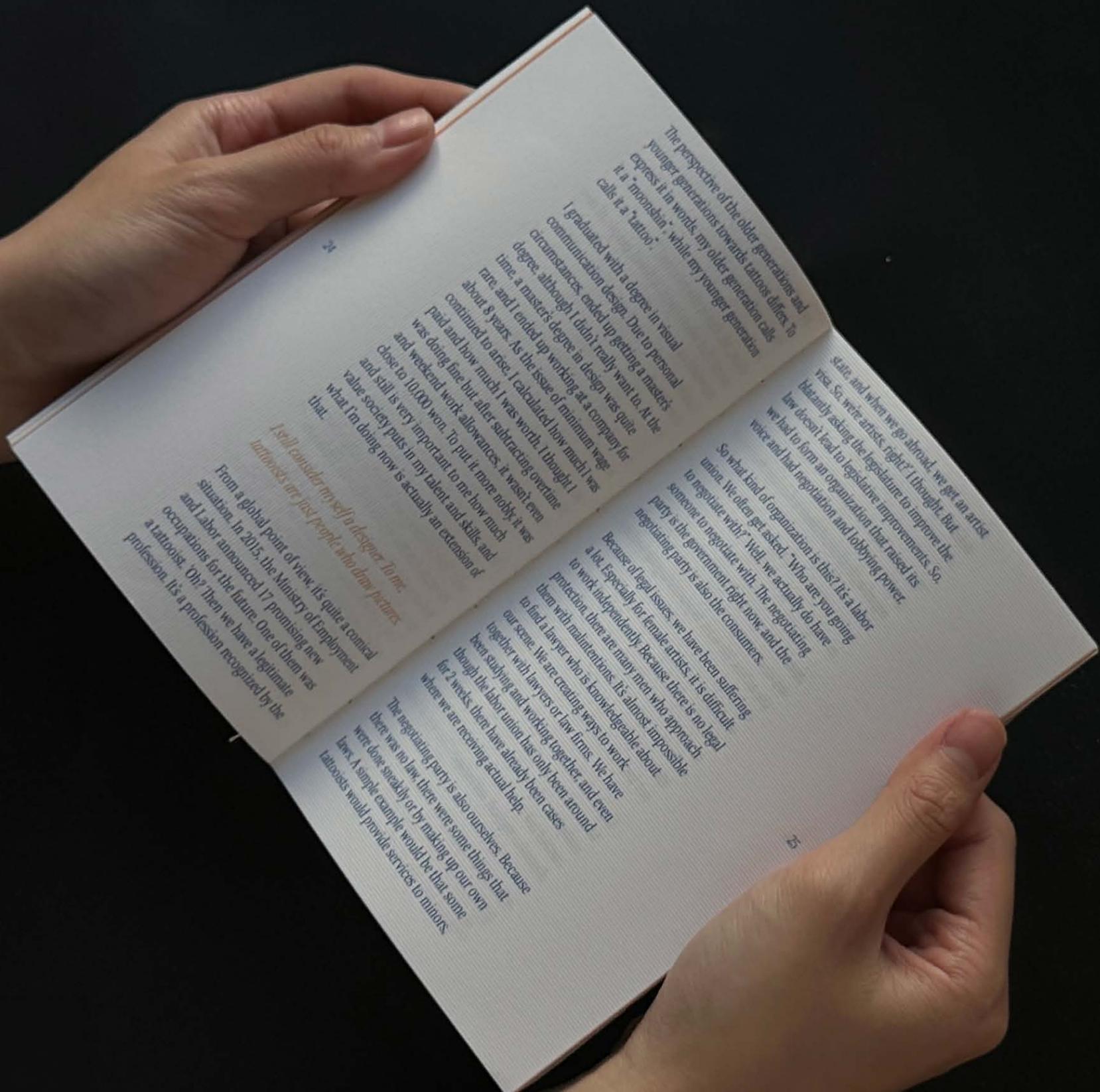
2024

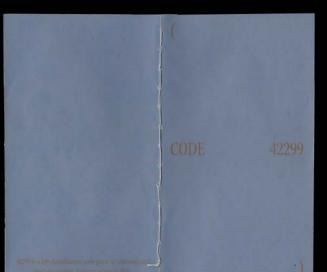
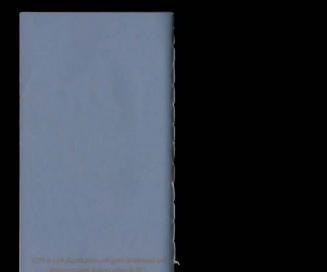
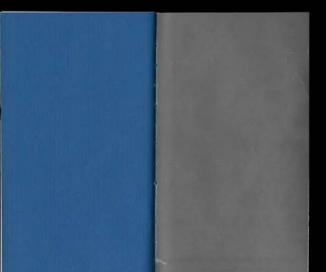
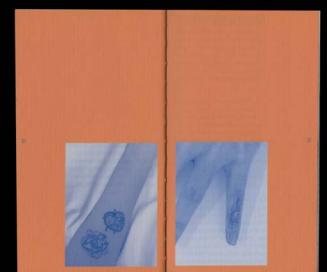
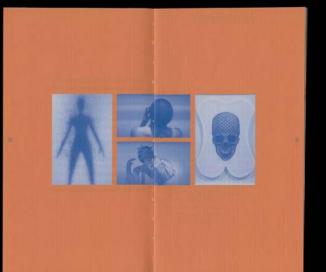
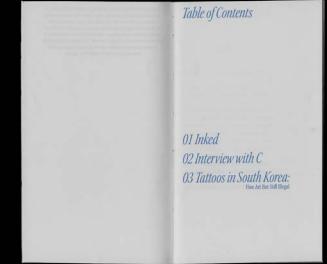
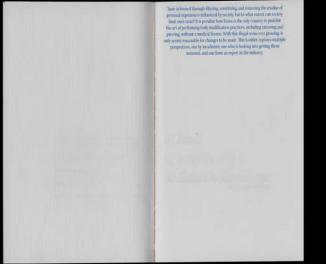
Table of Contents

- 01 Inked
- 02 Interview
- 03 Tattoo









And That's Fine Too

A typography driven project that embodies the nonchalant acceptance of any given situation and encourages living in the moment

2023

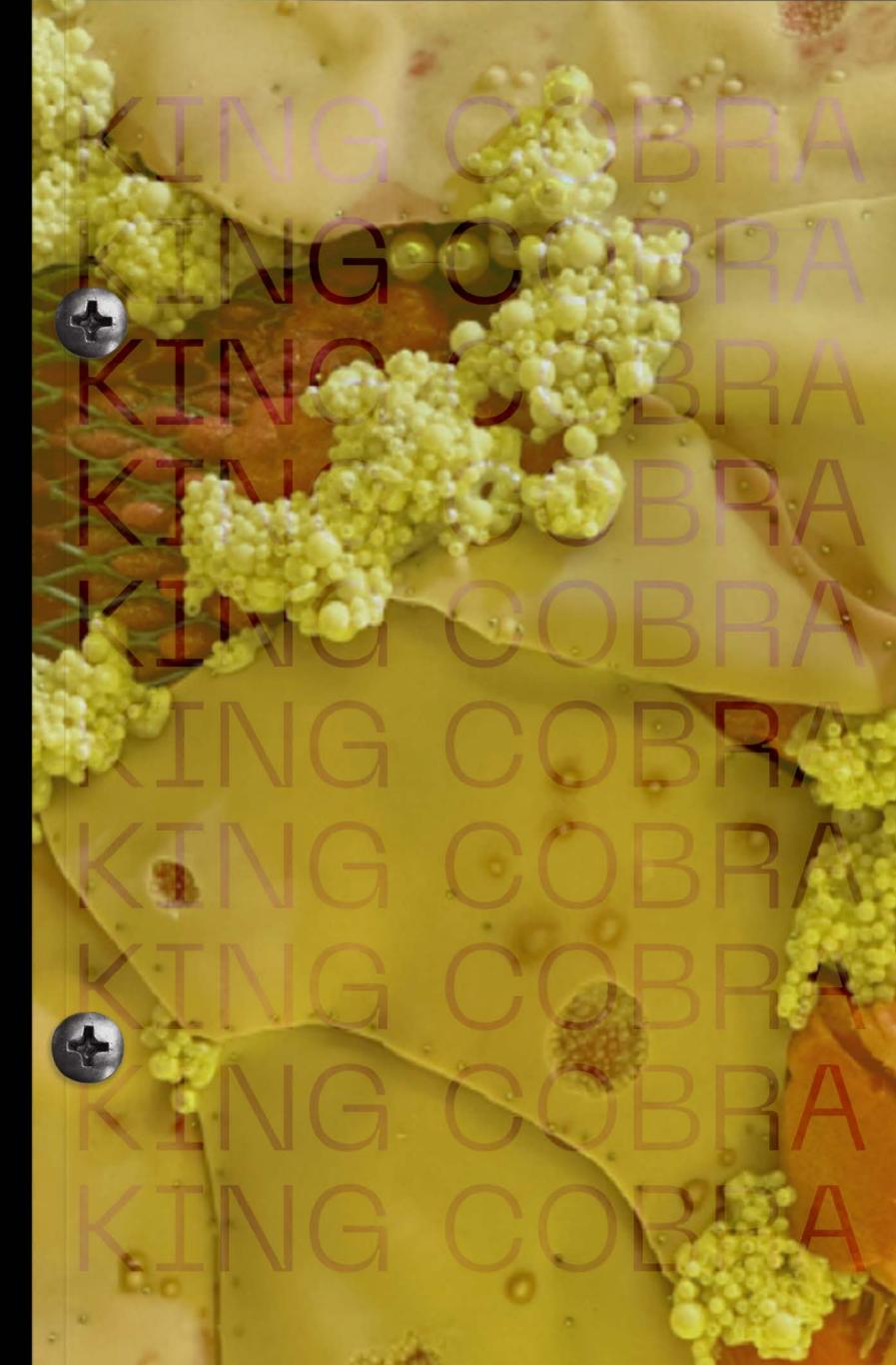


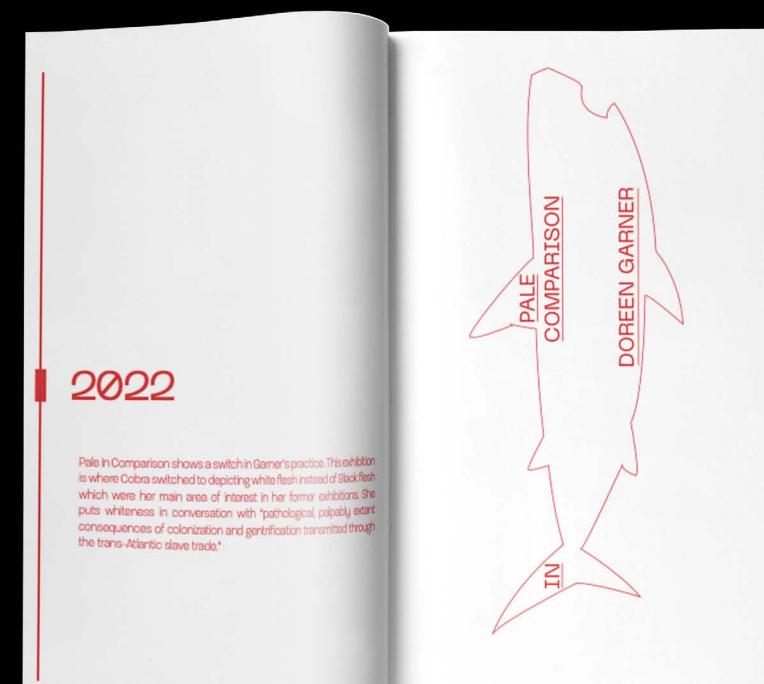
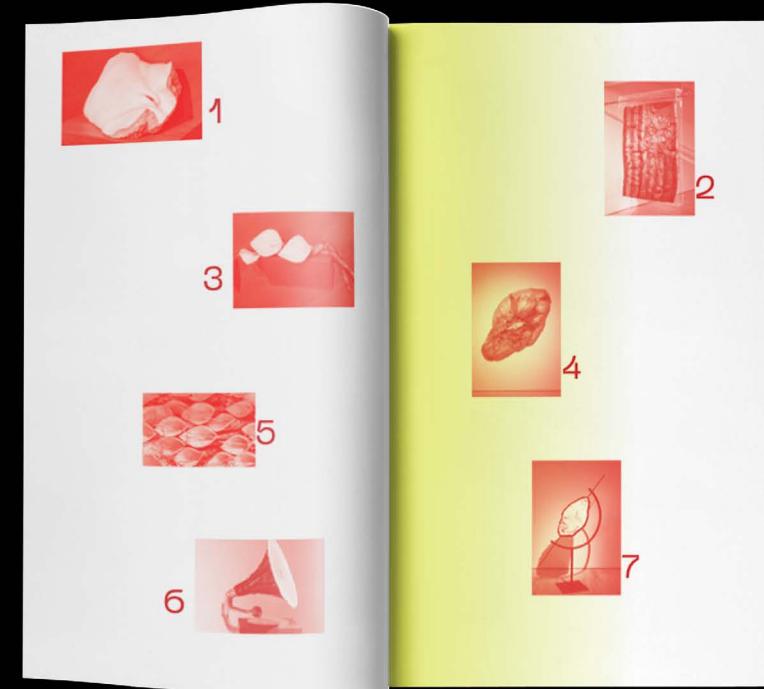
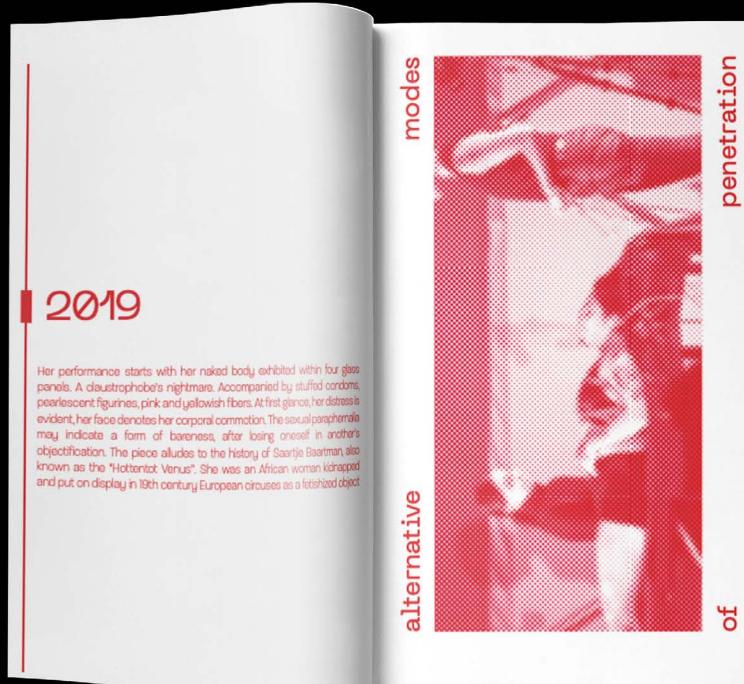
And That's Fine Too

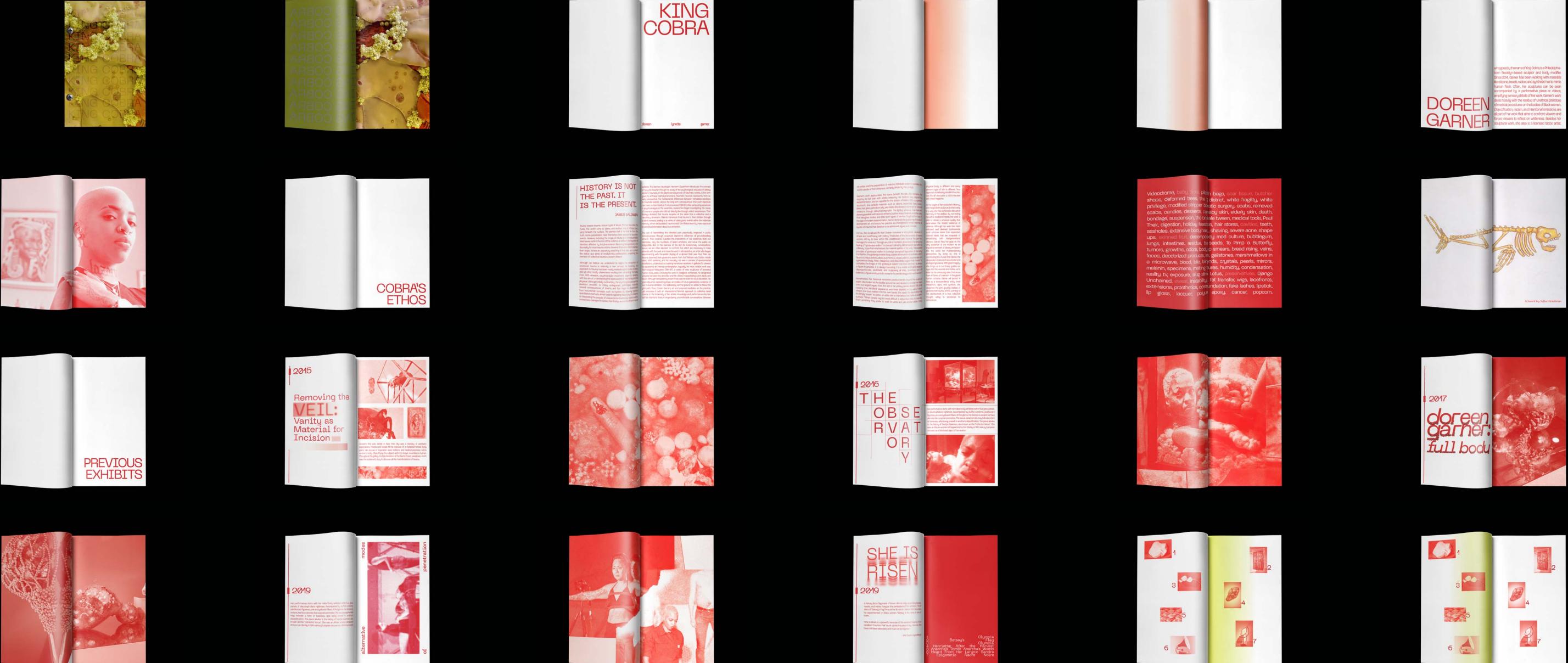
A typography driven project that embodies the nonchalant acceptance of any given situation and encourages living in the moment

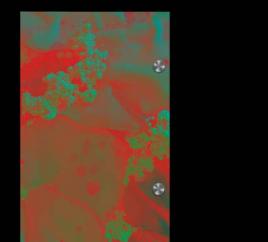
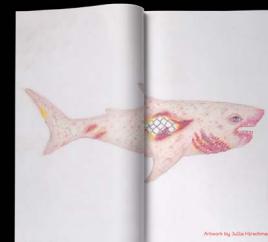
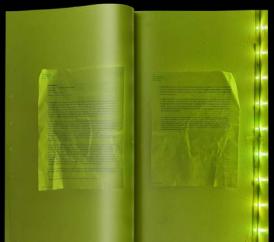
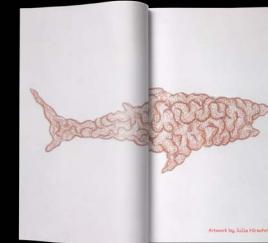
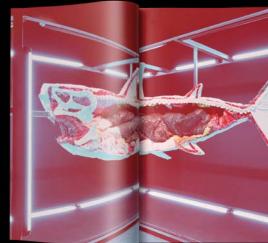
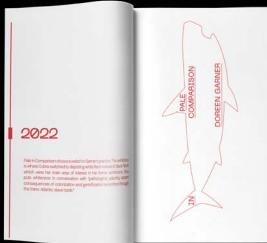
2023









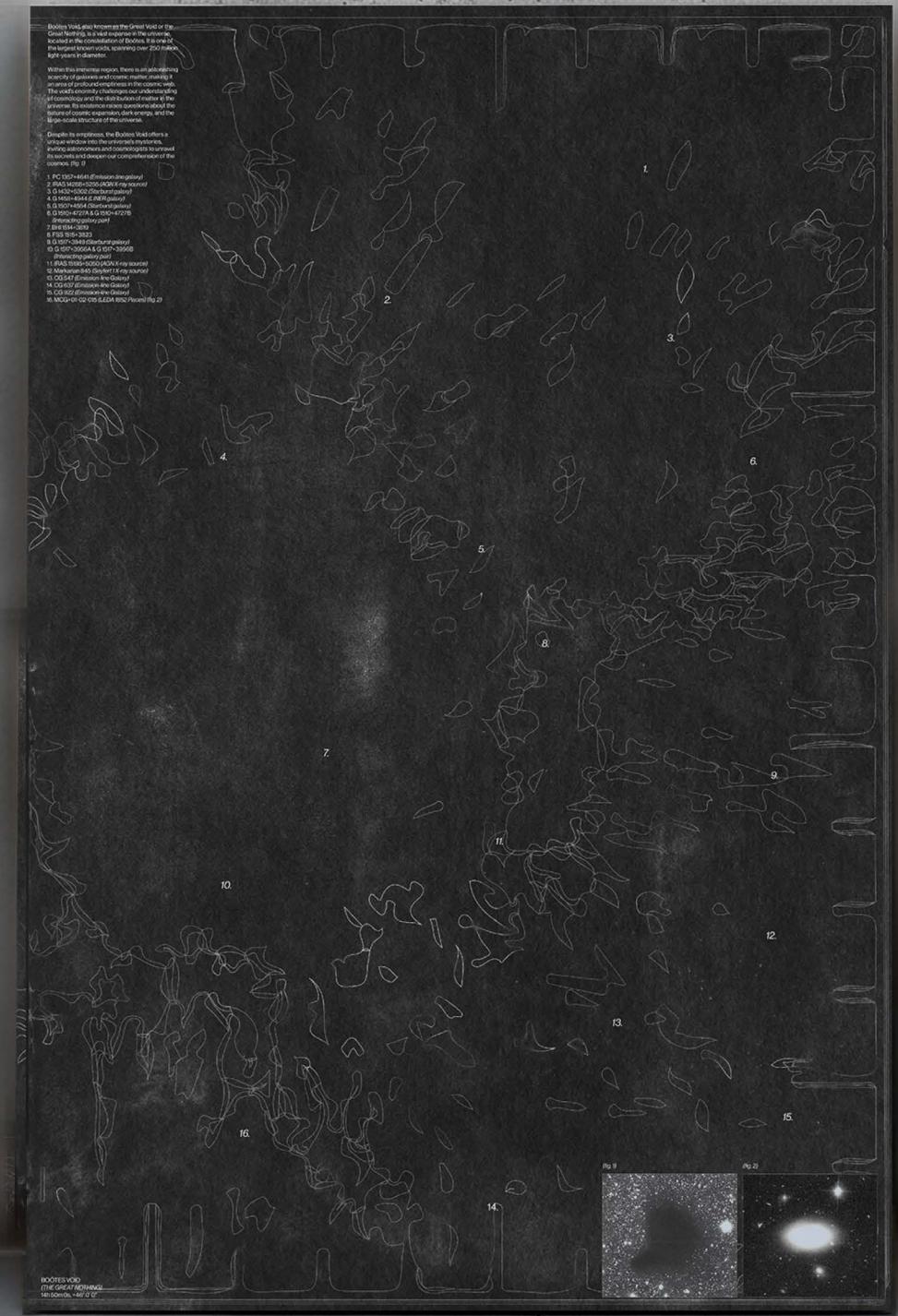


Void

Poster about the vast emptiness of the Boötes Void with a focus on negative space and texture with graphics taken from a scientific research on the creation of the void

24"x36"

2024

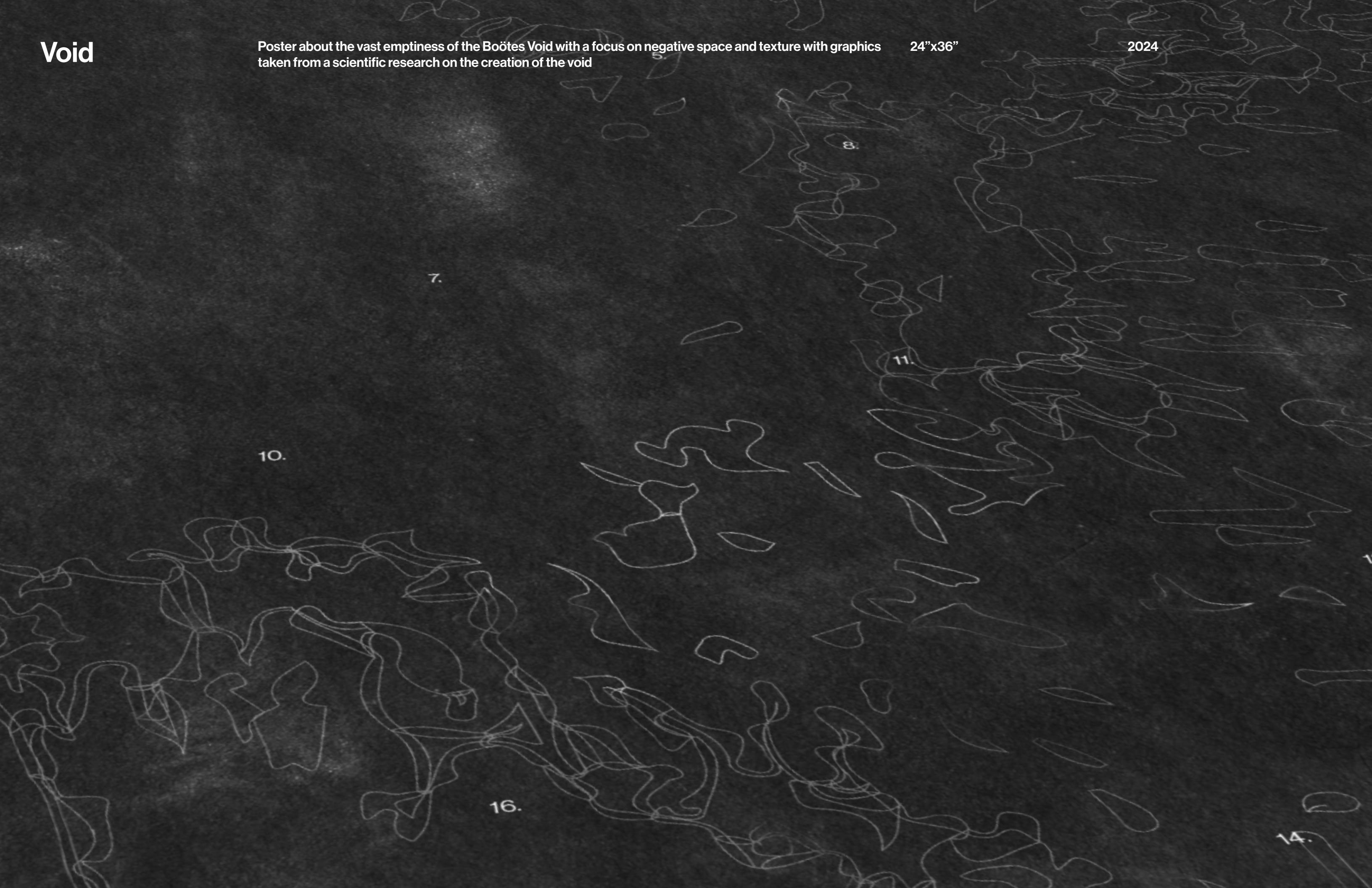


Void

Poster about the vast emptiness of the Boötes Void with a focus on negative space and texture with graphics taken from a scientific research on the creation of the void

24"x36"

2024



ether (*aithér*)

ETHER COMES FROM THE GREEK WORD “AITHÉR”, KNOWN AS THE FIFTH ELEMENT OR QUINTESSENCE. IT REFERS TO THE MATERIAL THAT FILLS THE REGION OF THE UNIVERSE BEYOND THE TERRESTRIAL SPHERE. INSPIRED BY OLFACTORY ILLUSIONS, ETHER HOPES TO PROVIDE A ONE-OF-A-KIND FRAGRANCE EXPERIENCE.

PRIMARY TYPE

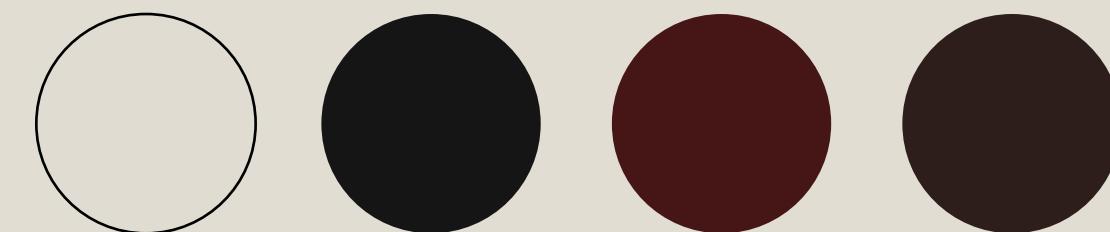
Petrona

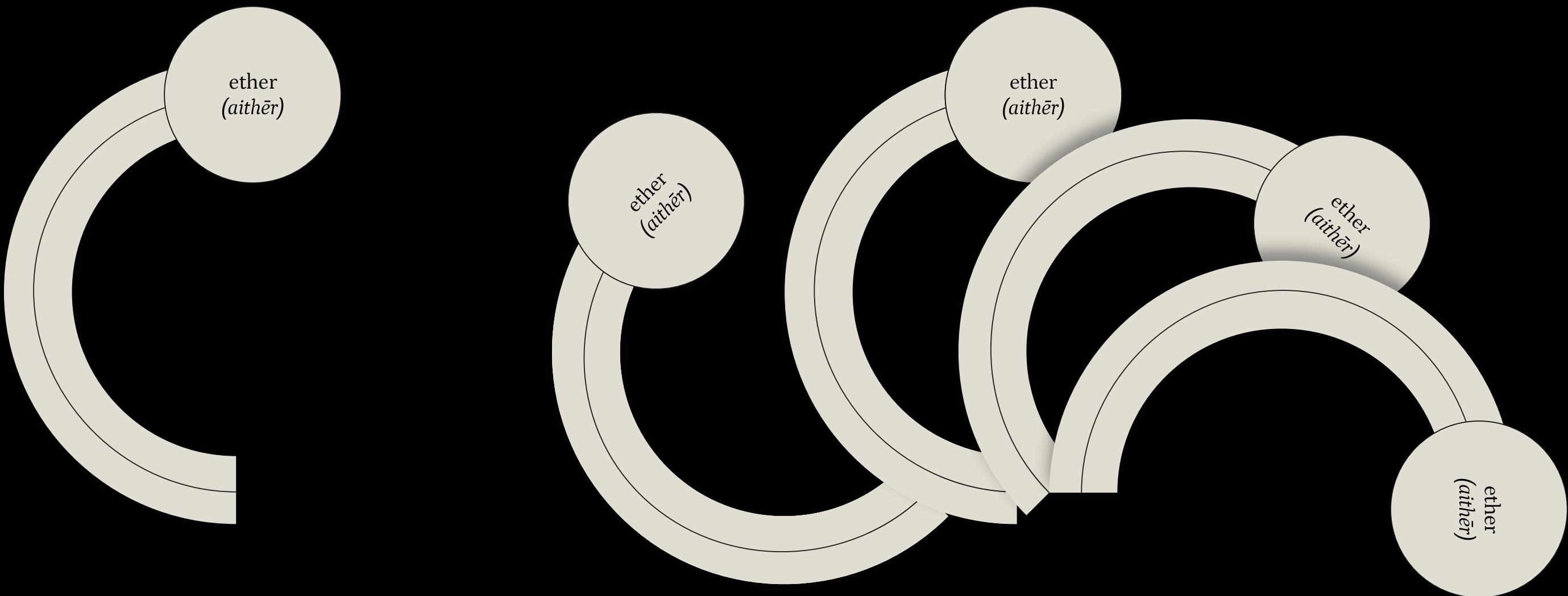
AaBbCcDdEeFf01234!/?*

SECONDARY TYPE

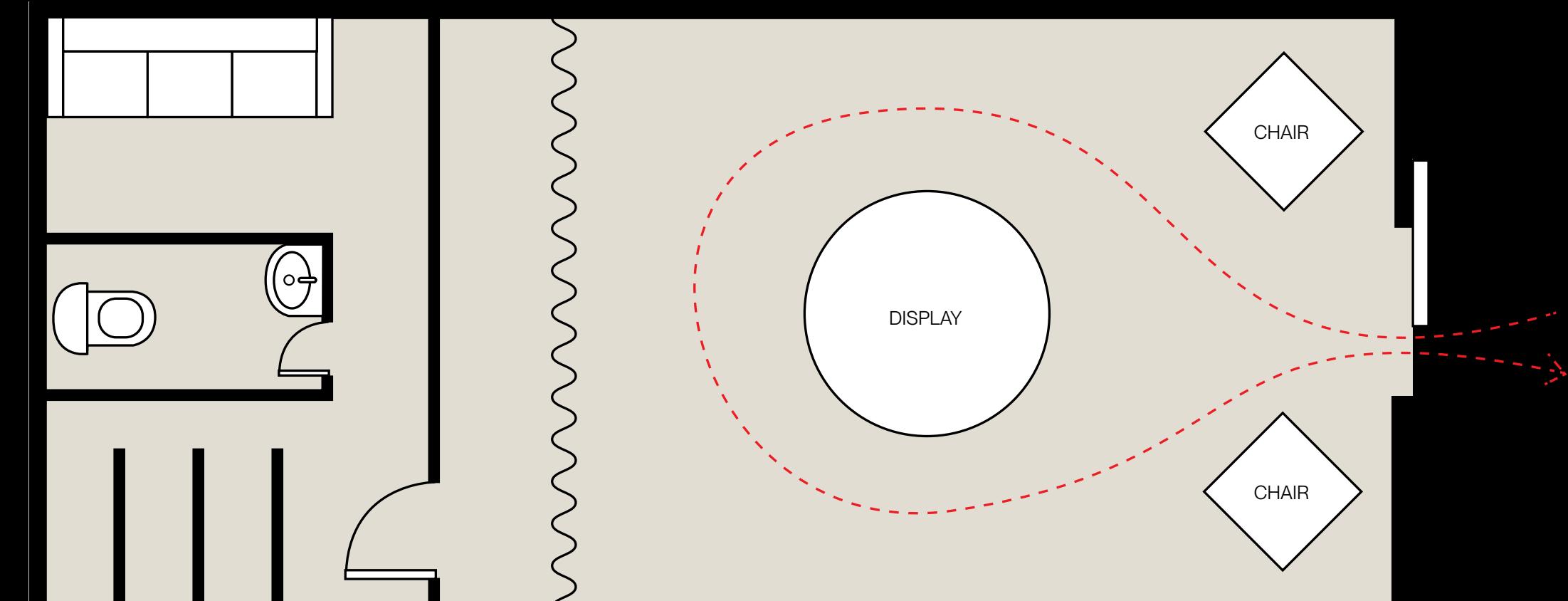
Neue Montreal

AaBbCcDdEeFf01234!/?*





TEST STRIPS



FLOORPLAN

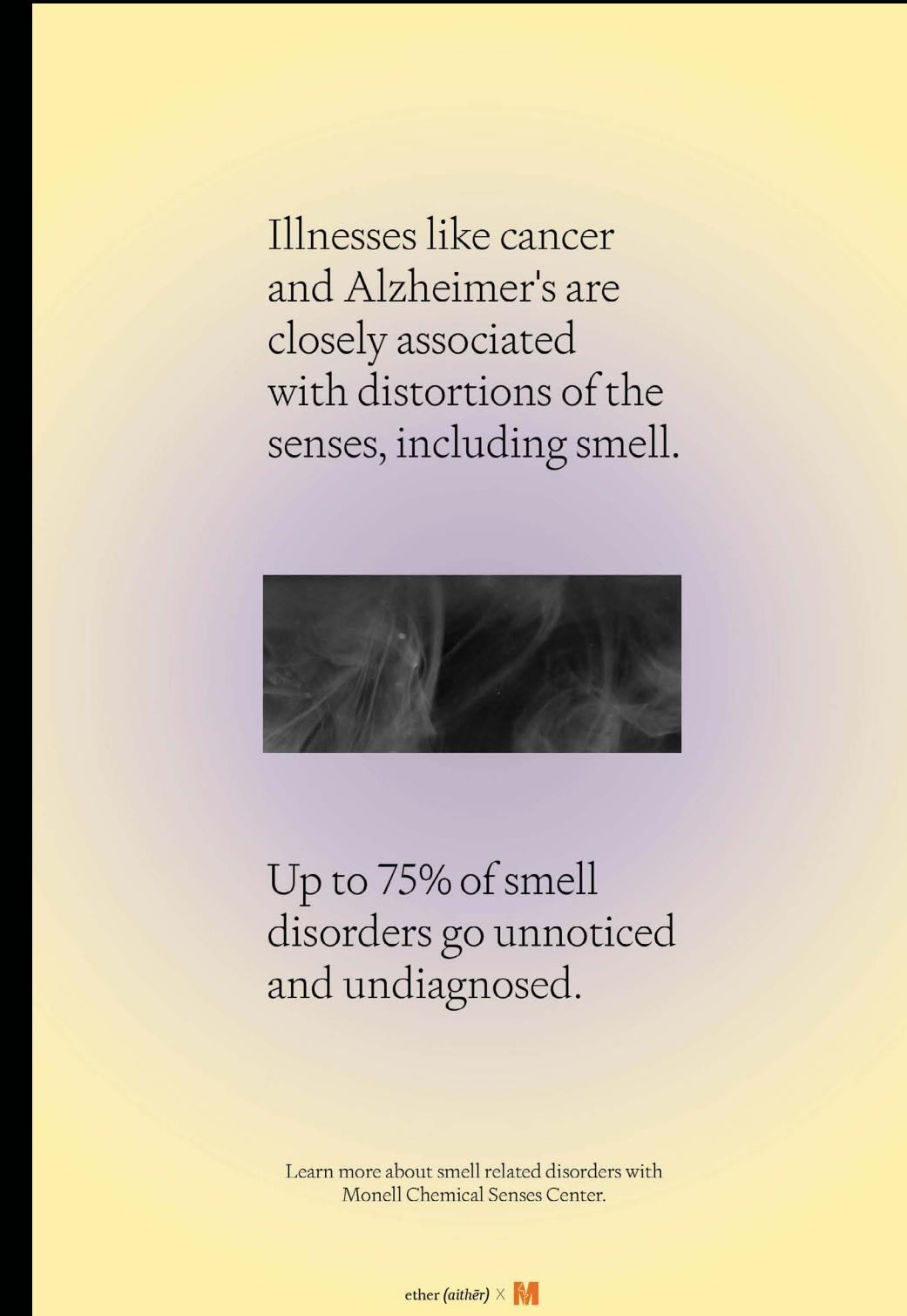
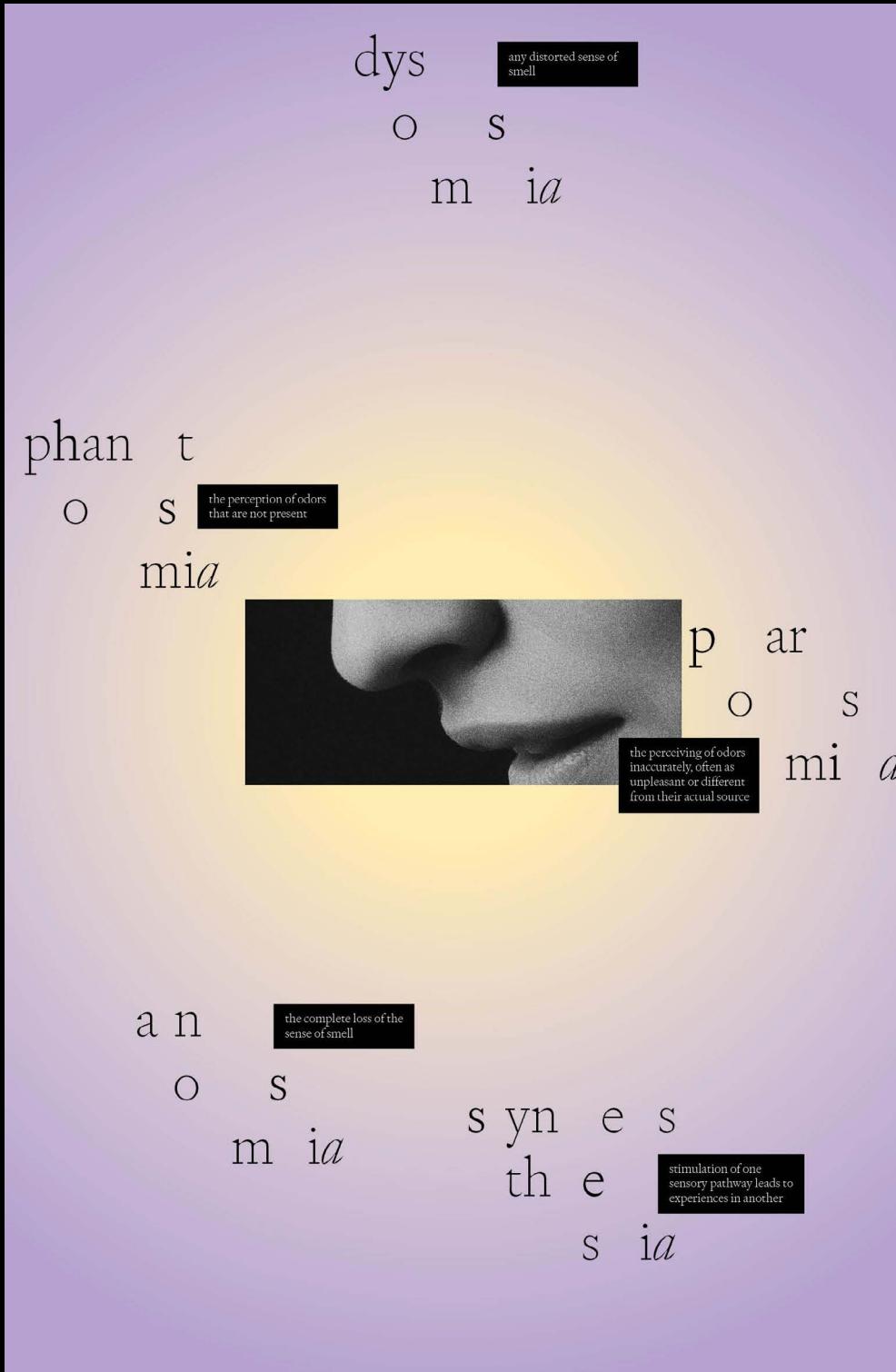
ether (aithēr)

Branding and VM design for a luxury fragrance brand that captures the after effects of scent illusions
Imagined with Sona Saldana

2023



STORE EXTERIOR



dys
osmia

any distorted sense of smell

phantom
osmia

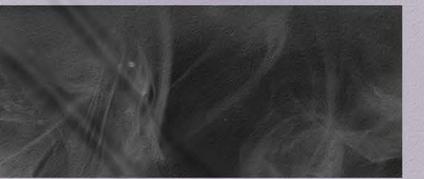
dys
osmia

any distorted sense of smell

phantom
osmia

Illnesses like cancer and Alzheimer's are closely associated with distortions of the senses, including smell.

Illnesses like cancer and Alzheimer's are closely associated with distortions of the senses, including smell.



Up to 75% of smell disorders go unnoticed and undiagnosed.

Learn more about smell related disorders with Monell Chemical Senses Center.

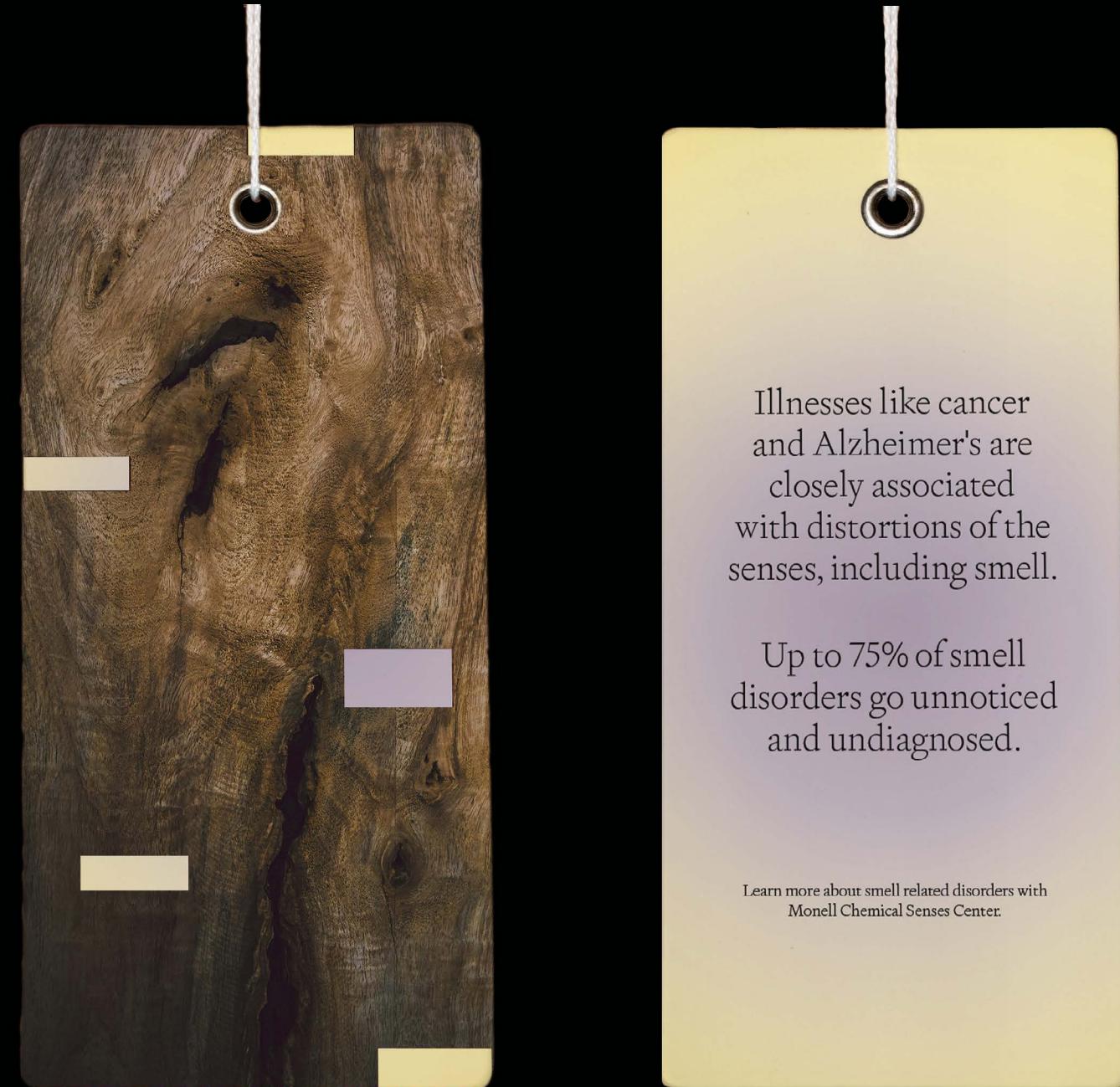
ether (aithēr) x M



Up to 75% of smell disorders go unnoticed and undiagnosed.

Learn more about smell related disorders with Monell Chemical Senses Center.

ether (aithēr) x M

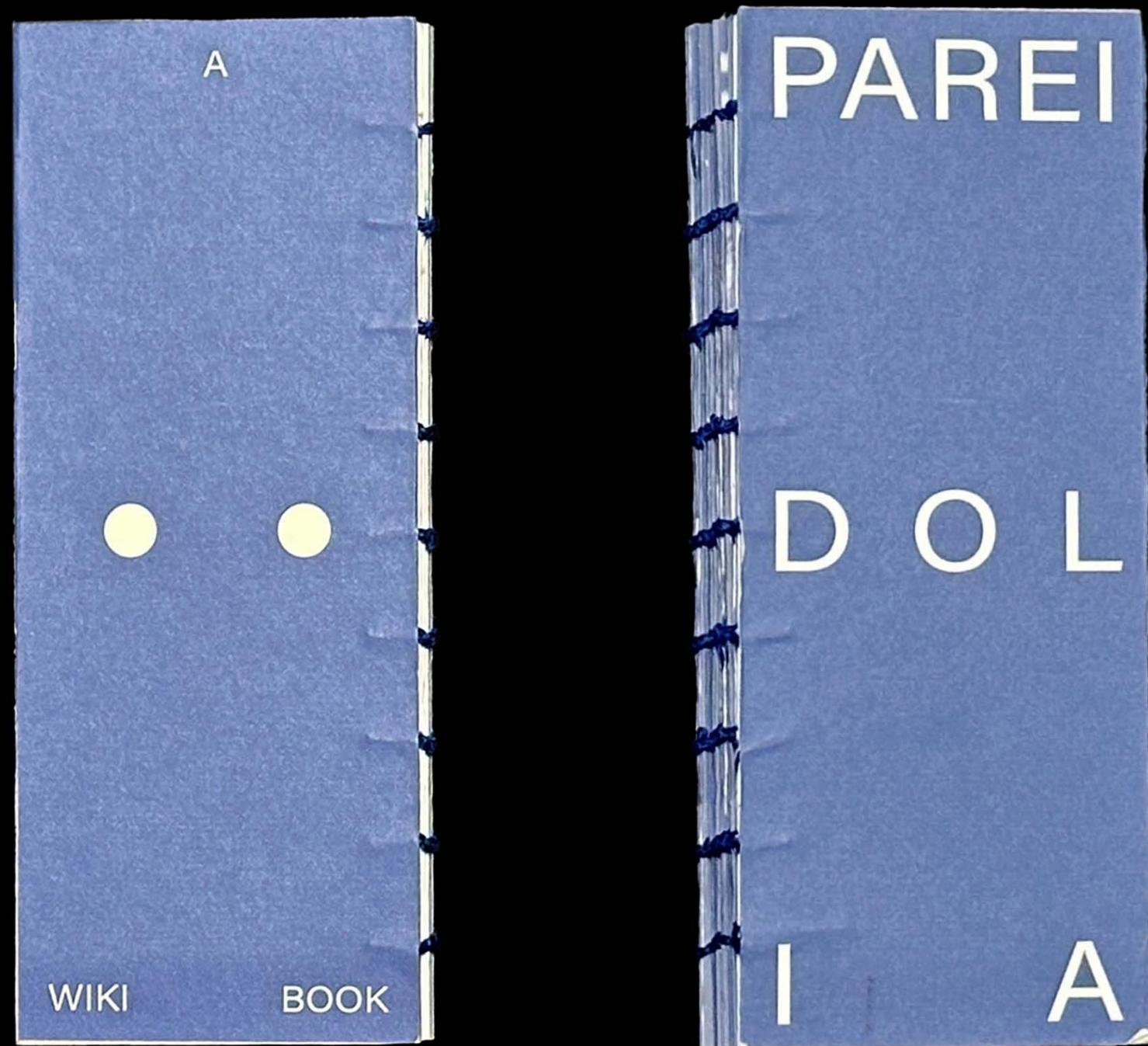


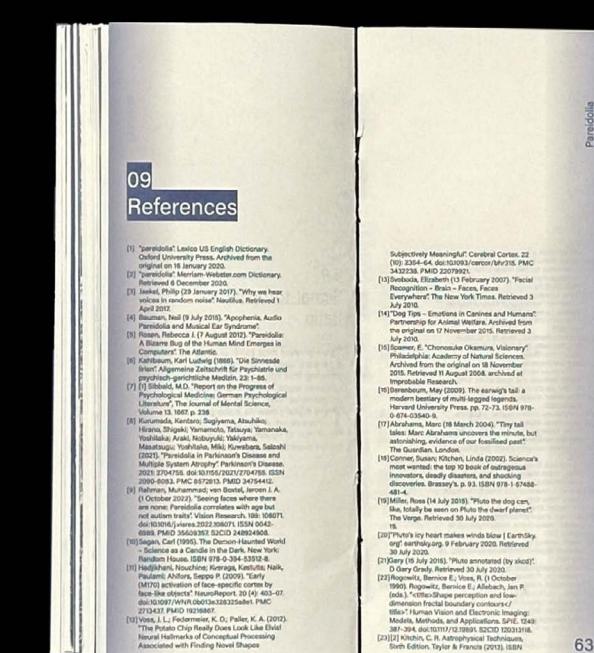
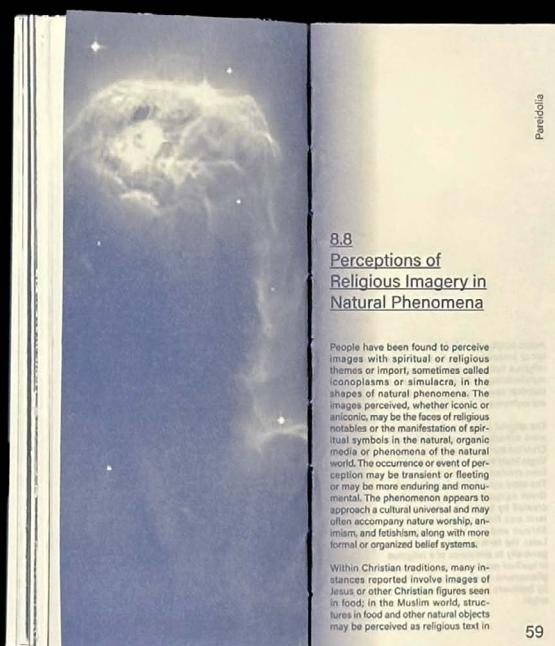
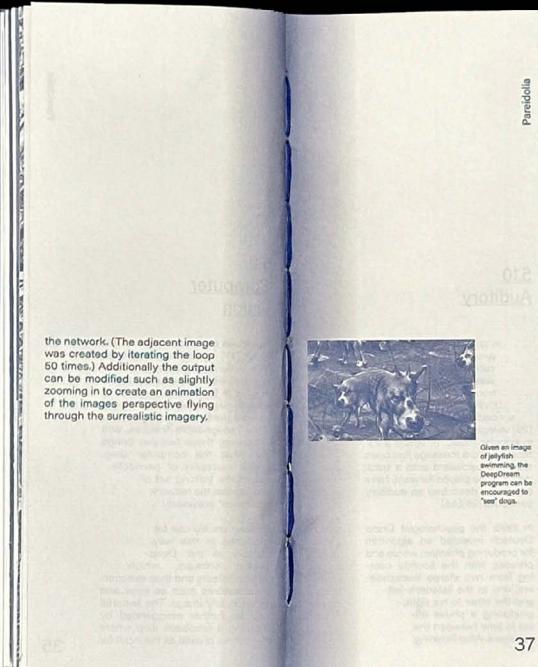
Pareidolia

A book featuring text extracted from a Wikipedia page on 'pareidolia,' which delves into visualizing pareidolia through the juxtaposition of text and image

4.25"x11"

2023





Pareidolia

A book featuring text extracted from a Wikipedia page on 'pareidolia,' which delves into visualizing pareidolia through the juxtaposition of text and image

4.25"x11"

2023

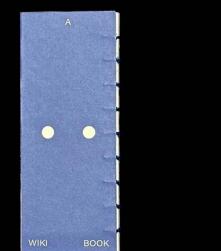
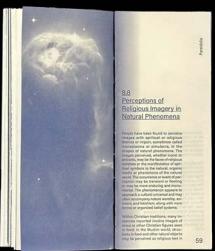
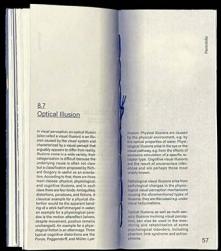


Pareidolia

A book featuring text extracted from a Wikipedia page on 'pareidolia,' which delves into visualizing pareidolia through the juxtaposition of text and image

4.25"x11"

2023



Kraft Mac & Cheese

Rebranding of Kraft Mac & Cheese to fit the Gen Z demographic, focusing on eye-catching visuals that feel youthful yet retro

2023



Kraft Mac & Cheese

Rebranding of Kraft Mac & Cheese to fit the Gen Z demographic, focusing on eye-catching visuals that feel youthful yet retro

2023

The image displays three distinct Instagram-related components:

- Post Preview:** A yellow and blue graphic featuring a cartoon macaroni character holding a tray of mac & cheese. The text "feelin' good" is written in large, stylized blue letters above the character. Below the character, it says "A KRAFT MAC & CHEESE EVENT WASHINGT ON SQUARE PARK". The Instagram interface shows a "Your Story" icon, a camera icon, and a "username" field.
- Profile Page:** An Instagram profile for "kraft_macandcheese". It shows 55 posts, 152 followers, and 37 following. The bio reads: "Kraft Mac & Cheese Why's everyone trying to leave their comfort zone when mac & cheese is there? www.kraftmacandcheese.com". The profile picture is a cartoon macaroni character.
- Story Highlight:** A yellow "Your Story" screen with a blue header. It features the text "feelin' good" in large blue letters, a cartoon macaroni character, and the question "mac & cheese grill ed chee e?". Below this, it says "mac & cheese hot d og sushi ?" and "join us at washington square park". At the bottom is a blue button labeled "MORE INFO".