

Gai Han

South Korean, born and raised in Thailand, pursued higher education in The Netherlands. Recognized for having an eye for detail, strong communication skills, and open-mindedness. Passionate about artistic and creative direction, design, and digital experiences.

I have always been fascinated by creative ideas, processes, and impacts. The boundless potential of the creative sectors and the unpredictability of which works and ideas can create a lasting impression excited me. It has been my lifelong dream to be part of the creative world.

I hold a Bachelor of Arts degree majoring in Arts and Culture Studies from Erasmus University Rotterdam in the Netherlands. I have a proficient understanding of how the cultural and creative industries operate, as well as various economic and sociological factors that intersect with this field. Throughout my undergraduate years, I was able to gain practical experiences that broadened my knowledge and reaffirmed my passion for the arts. The most notable experiences were working behind-the-scenes at the *International Film Festival Rotterdam*, and being a gallery assistant intern and a docent at *SongEun Art Space* in Seoul.

While delving deeper into the creative fields, I recognized the pivotal role that new media and technology played in the present era for creatives and their works. I became particularly interested in the digital experiences within the creative industries, which ultimately led me to pursue a Master's degree in Media and Business at Erasmus University Rotterdam. Throughout my graduate studies, my focus primarily revolved around researching and analyzing the fast-paced media and technological trends, future projections, and, most importantly, their impacts on the creative industries. Concurrently, I had the opportunity to work as a marketing intern at *Creative Clicks*, a performance marketing agency in Amsterdam. In this role, I engaged in diverse tasks such as copywriting, market research and analysis, social media management, and content creation.

After graduating in September, 2022, I wanted to have one last learning experience before entering the job market. Throughout my journey, I have always sensed an unexplored creative facet within me, so I decided to take some time to explore that. For the last seven months, I dedicated myself to mastering diverse design tools and programs, participated in local design competitions, and worked on a number of creative projects. My focus centered around web design, a space I was gravitated towards for its ability to combine various creative mediums and deliver unique digital experiences.

As an ambitious individual with a broad range of experiences in the creative industries, I aspire to become a versatile and well-rounded creative professional, capable of leveraging various sectors and processes. I am prepared and eager to embark on my professional journey and am now actively seeking a creative role to take on.