

HERIN PARK

New York, NY
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EDUCATION:

Parsons The New School for Design: Communication Design, BFA – *August 2013-Present*

WORK EXPERIENCE:

September 2017-Present:

- The Arts Center of the Capital Region: **Marketing Intern:** helped assist with various branding aspects at the center. Created banners/flyers, pamphlets, postcards to further develop a branding identity. Attended monthly branding meetings to contribute my designs and ideas.

RELEVANT COURSEWORK:

January 2015-May 2015:

- Promotion Design: Explored promotion design as a strategy through various projects and worked with real life clients

January 2016-May 2016

- Editorial Experience: Learned about magazine as a publication and took many elements of typography, design, and layout to create my own publication

January 2017-May 2017

- Exhibition Design: Learned how to incorporate design into a 360-degree experience in an installation space through interpretation and storytelling
- Advertising Concepts: Learned to present advertising campaigns and the power presentation skills can have in selling my work. Worked with conceptualizing an advertisement campaign with a brief, and unique consumer insight.

PROJECTS:

- Esc magazine: Chosen as an example of excellent work from Editorial Experience class. My first magazine, exploring reality and dreamlike fiction
- Living Water for The World: Designed an exhibition to bring awareness to the living conditions in the world, to encourage viewers to contribute to the cause
- Bjork: *A Retrospective*: Created a promotion based designs for the upcoming Bjork show at the MoMA

AWARDS/EXHIBITIONS:

- Dean's BFA Scholarship: *August 2013-Present*
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- Parsons Festival 2014- Making Meaning: an annual showcase of inventive student work shared with Parsons community/public. Work featured: Geometric Onion selected to be in the 300 exhibited out of 560 submissions
- Aronson Gallery Show: Photo book displayed

VOLUNTEER:

- Millennial 20/20 Event Volunteer: Greeted guests and organized times for events coordinated
- Organizational Leadership: Remnant Student Disciples- organized events, was a part of the worship team as co-leader
- Ronald McDonald House: Volunteer to help tidy and clean the space for residents who are treated- *Spring 2015*

SKILLS/CERTIFICATIONS:

- Adobe, Photoshop, InDesign, Illustrator, After Effects
- MS Office, Excel, Keynote, SharePoint
- Bilingual: Fluent- English and Korean languages
- Art teacher for kids at Summer Camp *June 2011-2013*
- Website design for startup with friends in *Summer of 2016*
- Editorial Design, Publication Design, Branding, Typography, Motion Graphics,
- UI Design, Prototyping, HTML, CSS