

HINA FERNSTROM
Graphic Designer

E hinafernstrom19@gmail.com
W hinafernstrom.com
T 929-426-7585
L www.linkedin.com/in/hina-fernstrom

I am a graphic designer based in New York City, where I recently completed my studies in Communication Design at Parsons School of Design. My work takes on forms in editorial, branding, and UI/UX design, where design decisions are influenced by the source material.

Education	2020 - 2024	PARSONS SCHOOL OF DESIGN	May 2019	THE AMERICAN SCHOOL OF BANGKOK
		BFA in Communications Design Awards: Dean's List		Awards and Activities: Honor Roll, Student Council, Varsity Dance Team
Work	2024	IM NOT A MORNING PERSON	Jun 2023 - Aug 2023	THE UNTITLED MAGAZINE/GALLERY
	About	Directed and created engaging content for social media, emphasizing brand storytelling and lifestyle promotion. Collaborated with influencers to produce "day in the life" videos, try-ons, and styled shoots, showcasing the brand's clothing in trendy environments that enhance its narrative. Utilized current trends, popular audio, and trendy locations to boost visibility and engagement, ensuring content remained fresh and relevant.	About	Managed the gallery's website and uploaded new artworks by represented artists, ensuring the online collection was up-to-date. Collaborated with the team to design and develop a responsive and user-friendly website. Wrote and edited sections of the gallery's Wikipedia page. These sections included details about the gallery's history, notable artists, and exhibitions.
	May 2022 - July 2022	EMERGING ASIA CAPITAL PARTNERS	Aug 2021 - Dec 2021	ABIME
	About	Prepared and organized reports, presentations, and documents. Scheduled and coordinated appointments, meetings, and conference calls. Coordinated travel arrangements and accommodations for staff.	About	Created detailed sketches and conceptual drawings for fashion design projects that helped clients visualize and refine their design concepts, leading to increased project clarity and better decision-making.
Skills	ToolKit	Visual Indesign Photoshop Figma Illustrator PremierePro	Interactive HTML + CSS Javascript p5.js paged.js	Language proficiency English: Native Language Japanese: Fluent