

Jemma Park

2218 Jackson Ave 814, Long Island City, NY | park.jemma@outlook.com | (650)622-2393

Portfolio: jemmaparkdesign.com

Education

Pratt Institute

Brooklyn, NY

B.F.A. in Graphic Design, Communications Design, Minor in Photography

Graduated in May 2023

- Coursework: Process and Production, Typography and Information, Branding and Messaging, Graphic Design Intensive I-II

Hongik University

Seoul, South Korea

Exchange Visiting Student

September 2020 to June 2021

- Coursework: Design Psychology, Design Research II, Design Management, Practice Studio II, Practice Studio III

Los Altos High School

Los Altos, CA

High School Diploma

Graduated in June 2018

Experience

Nexus Equities

New York, NY

Design Intern

August 2022 to Present

- Held meetings with key stakeholders to understand the company's vision, audience, goals, and future outputs
- Redesigned the branding of the company by reiterating the type-logo and the graphic-logo, along with their color palette, using Adobe Illustrator and other software programs
- Reviewed the company's website to identify potential areas of improvement to enhance its flow design and visual design aspects
- Standardized the fund manager's marketing slides by focusing on strategic information given for each slide by using PowerPoint
- Frequently communicated with the team members to get feedback and to better understand the project progress

Vegle Vegle, Long-term vegetarian practice support service (Hongik University)

Seoul, South Korea

UI/UX Designer

September 2020 to December 2020

- Researched and reviewed relevant industry papers, existing online platforms, and applications related to vegetarianism to identify potential areas of improvement to promote the diet
- Interviewed multiple individuals with varying degrees of vegetarian experience to create personas and storyboards
- Finalized the flow charts of the user experience and user interface and executed hi-fidelity prototype
- Produced a promotional video to summarize the overall concept, flow, and direction of the project to the class

Way To School, Video game service for children with separation anxiety (Hongik University)

Seoul, South Korea

UI/UX Designer

March 2021 to June 2021

- Held four regular meetings a week with other team members to identify areas of potential improvements in the design
- Organized the researched information and designed products every week in a designed presentation format
- Evaluated the potential game execution setting (home) with hired actors to understand the process and the potential movement of the users to better improve the experience

Gaslighting Awareness Campaign Project (Pratt Institute)

Brooklyn, NY

Brand Designer

December 2021

- Researched about gaslighting to identify the issues through academic papers and online sources, as well as existing products that deal with gaslighting
- Strengthened the project's campaign identity by using combinations of specific visual vocabularies, such as color, typeface, graphics, icons, and symbols, that conveyed the key words of love and gaslighting
- Designed pop-up poster and mockups to announce a campaign launch by using Adobe InDesign, Illustrator, and Figma

Additional Information

Skills: Korean (fluent), Microsoft (Word, Excel, PowerPoint), Adobe Creative Suite/Cloud, Figma, Framer, UX Methodology, Typography, Brand Development, UX Research, Mockups, Web Design, Cinema 4D, Unity, P5.js, Procreate, Invision, Prototipie

Coding Languages: HTML, CSS, JavaScript

Interests: Badminton, Photography, Fashion, Golf and Yoga