

# Summer Park

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## Summary

Creative and detail-oriented **visual & marketing designer** with a strong background in **digital content creation, brand development, social media strategy, and visual design**. Passionate about the F&B industry with two years of experience as a restaurant server, providing excellent customer service. **Familiar with Adobe Creative Suite, Figma, and Canva** to develop visually compelling marketing materials and campaigns.

## Experience

### Home of Hot Taste 📍 Toronto

📅 Dec 2023 - Present

#### — Social Media & Marketing Coordinator

- **Established and managed the restaurant's Instagram account from scratch**, growing brand presence through engaging visual content.
- **Produced and edited Reels and promotional posters** to showcase menu highlights, introduce new dishes, and promote special offers, increasing audience engagement and attracting new customers
- **Led influencer marketing collaborations, selecting key influencers**, coordinating menu offerings, and providing strategic instructions to enhance brand awareness.
- **Developed strategies for menu optimization, promotional planning, and brand positioning** to drive dine-in traffic and maximize revenue.

#### — Server

📅 May 2023 - Mar 2025

- **Interacted with guests in a friendly and engaging manner**, providing a positive experience and addressing their needs promptly.
- **Handled guest complaints professionally**, ensuring that issues were resolved quickly while leaving a positive and lasting impression.
- **Maintained a welcoming atmosphere**, always offering assistance and ensuring that guests felt valued and comfortable throughout their dining experience.
- **Provided thoughtful menu recommendations and answered guest questions about dishes**, ensuring they felt confident in their choices and had an enjoyable dining experience.

### MiuuStudio | Self-Employed 📍 Remote

📅 Oct 2022 - Present

#### — Founder & Creative Director

- **Brand Development & Strategy**: Successfully built and grew the **Miuu Studio brand** from the ground up, establishing a strong online presence with over **228K followers** on Instagram and a top post with **12M views**.
- **E-Commerce Management**: Managed online stores on **Shopify** and **Etsy**, focusing on product development, design, and customer engagement to create brand awareness and grow the store's reach.
- **App Launch & Growth**: Conceptualized, developed, and launched **Miuu Note app** for Android, achieving **1.5M+ organic downloads** without paid advertising.
- **Content Creation & Branding**: Created **animations, comics, and promotional videos**, engaging fans and building a strong brand identity through character storytelling and regular interactions.

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## Additional Experience

**Flight Centre Travel Group** — Visual Designer 📍 Toronto 📅 Jun 2021 - Mar 2023

- Focused on UI design, creating user-friendly interfaces and visual components for digital platforms.

**Mapo Gamjatang** — Server 📍 Toronto 📅 Sep 2019 - Dec 2019

- Provided table service, took orders, and ensured a positive dining experience.

**Fastsigns** — Graphic Designer 📍 Toronto 📅 Jul 2015 - Sep 2019

- Designed marketing materials, signage, and promotional graphics for various businesses.

## Skills

Marketing & Design related

Social Media Marketing   Content Creation   Promotional Materials   Brand Strategy  
Revenue Growth Strategy   Campaign Development:   Graphic Design   Visual Design  
Animating   Motion Design   UX/UI Design   Video Editing

Design Tools

After Effects   Premier   Illustsrator   Canva   Figma   Procreate   Rough Animator   Corel Draw

Food & Beverage Service

Guest Interaction   Friendly Service   Order Taking   Upselling   Team Collaboration   Timely Service

Language

English   Korean

## Education

**Seneca College** — Diploma of Interactive Media Design 📅 Jun 2020 - Apr 2021

📍 Toronto

- Received President's Honour List Award with **GPA 4.0**
- Specialized in user-centered interaction design, including UI design and motion graphics

**NAIT College** — Graphic Communication 📅 Sep 2014 - May 2015

📍 Edmonton

- Focused on typography, layout and print design using Adobe creative suite

## Achievement

- **Instagram Growth:** Managed and grew @Miuustudio to **228K+ followers** on Instagram, with a top post reaching **12M views**
- **YouTube Channel:** Ran a successful YouTube channel, accumulating **15K+ subscribers**, with the highest-viewed video reaching **1.3M views**.
- **Launched Miuu Note App:** Successfully launched Android app, Miuu Note, which achieved **1.5M+ organic downloads**
- **Best Designer's Award:** Awarded Best Designer's Award in product design at work, recognizing excellence in design