

## education

**UNIVERSITY OF CALIFORNIA, BERKELEY**  
B.A. Architecture, College of Environmental Design

May 2011

## experience

**2020AVE.COM** | LOS ANGELES, CA

October 2011 - Present

## ART DIRECTOR

Creative director of all design work for web and print media  
Actively oversee and manage the creative artwork process for promotions, website content, and social media  
Responsible for content and artwork creation of e-mail blasts that have a global reach of over 13,000+ subscribers  
Creative input and direction of both pre-and-post production of photography & lookbook edits  
Research and implementation of SEO/UX techniques that have increased web traffic and web-interaction in the past 12 months  
Created a new custom website wireframe and coordinated with web developer in implementing important design changes and functionality that directly increased performance while reducing server and bandwidth costs of 60% or more  
Lead role in migrating from 3DCart to Shopify leveraging multiple SaaS providers in the cloud  
Completely redesigned and coded front-end development changes in Shopify utilizing both screen and mobile media queries to deliver a more universal browsing experience

## PRODUCT MANAGER

October 2011 - Present

Designed and implemented a custom Inventory Management System using FileMaker Pro which increased Company efficiency and reporting from traditional pen-and-paper inventory tracking  
Created inventory templates for bulk-imports: increasing sales revenues by reducing the time for time-sensitive promotions  
Manage and organize all merchandise with accurate product photos, descriptions, and stock across both Company IMS and e-commerce platform

**MEEK DESIGN** | LOS ANGELES, CA

January 2013 - Present

## FREELANCE GRAPHIC AND WEB DESIGNER

Complete brand case-study to redesign beauty salon website and user-interface design for a more modern and contemporary look  
Implemented a new appointment booking calendar system with back-end admin management  
Designed new Company logo and stationary design

**SALLY SWANSON ARCHITECTS, INC.** | SAN FRANCISCO, CA

January 2011 - September 2011

## ACCESSIBILITY CONSULTANT / MARKETING ASSISTANT / ADMINISTRATIVE ASSISTANT

Performed on-site survey of City of Clovis, CA to create record of sidewalk ramps, public parks, and facilities that did not comply with American with Disabilities Act and California Title 24 laws  
Secured accessibility design project with Pyeongchang 2018 Olympic and Paralympic Games Bid Committee by providing Korean translation and transcription of on-going email correspondence between SSA team and South Korea.  
Put together and formatted RFQs and RFI proposals, edited graphics for presentations and handouts for marketing team  
Assisted in administrative duties such as answering phone calls, opening/sending mail, and filing construction documents

**WONDOSHI ARCHITECTS GROUP, LTD.** | SEOUL, SOUTH KOREA

June 2010 – August 2010

## ARCHITECTURAL DESIGN INTERN

Corresponded with Israelean local architect partner as a translator and transcribed 15 page draft contract agreement for the Korean Embassy project in Tel-Aviv, Israel  
Assisted in technical draftings of facilities and participated in team meetings for the Star Palace Golf Resort club house and maintenance facilities during design/construction documentation phases  
Created document of detailed specifications on golf resort facilities after extensive research on existing resorts in Korea

## activities

**LIBERTY IN NORTH KOREA (LINK)** | BERKELEY, CA

August 2007 – May 2011

## CREATIVE DIRECTOR

February 2010 – May 2011

Designed organization posters, flyers, and displays for major awareness events and fundraising activities  
Coordinated fundraisers, movie screenings, and benefit concerts, publicizing to more than 500 students through tabling and handing out flyers on and off campus to raise awareness for liberty and hunger relief in North Korea

## skills

Photoshop	Fireworks	HTML/CSS	Liquid (Shopify)	Photography
Illustrator	InDesign	Javascript	Microsoft Office	
Bridge	Dreamweaver	PHP	Social Media	

Fluent in Korean and conversant in Spanish

## interests

Coding, hiking, photo-taking, reading, shopping, eating and traveling