

Sejeong Park

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EDUCATION

San Jose State University | Department of Art and Art History

Major: BFA Digital Media Art | GPA: 3.95

May 2025

- Relevant Coursework: 2D/3D Design, Digital Content, Video Editing, Photography, Visual Storytelling
- Awards: President's Scholar (Spring 2024, Fall 2022, Fall 2021)

WORK EXPERIENCE

Freelance Art Business

2021 – Present | San Jose, CA

- Created merchandise designs, managing the production of merchandise that generated 4100+ sales globally
- Coordinated with international manufacturers to ensure production quality and align designs with branding goals
- Achieved 234K total views, 70K unique visits, and 1100+ sales globally in 2023 on Etsy by selling personal art and merchandise
- Analyzed other artists' creative approaches and read art and social trends
- Participated in 10+ tabling events at SJMADE, K-PLAY!FEST, KFEST BayArea, and K-pop cafe events in San Jose, San Mateo, and Los Angeles from 2022 to 2024, and collaborated with Sudio, Gaston Luga, and StickerApp

SJSU Korean Student Association Club (KSA) | Social Media Manager May 2024 – Present | San Jose, CA

- Created dynamic video content, achieving 1000+ views per post on Instagram and increasing engagement by 190%
- Communicated and collaborated with other SJSU clubs and external teams such as JSS, HKSA, and U&US Team

Adobe Student Ambassador at SJSU

May 2023 – Present | San Jose, CA

- Promoted Adobe through content creation and informed students how to utilize Adobe products for their needs
- Captured 168 students to finish their projects using Adobe Express and received 30 new Ambassador applications during a single tabling event
- Collaborated with other student ambassadors to achieve a shared goal during tabling events

LEADERSHIP EXPERIENCE

Vice President, Korean Student Association Club in SJSU (KSA)

Sept 2024 | San Jose

- Assisted in planning and executing events, collaborating with cross-functional teams to align creative initiatives
- Led strategic collaborations with external organizations (SJSU JSS, SJSU HKSA, U&US Team), enhancing club visibility and engagement

PROJECTS

Sweet Tubatu

2024

- Designed and produced merchandise, managing collaboration with 10+ manufacturers and achieving 1302 plushies sold during preorder
- Created marketing assets that successfully captured the project's playful and unique design language
- Managed the end-to-end process of creating and sourcing custom products, resulting in selling 1302 plushies during preorder

COZISOOP

2024

- Created original characters from concept to final design, showcasing a unique character identity
- Led character development and storytelling, translating ideas into visual products such as stickers, photocards, and postcards
- Managed the project production, including character development, marketing strategies, and product distribution

SKILLS & INTERESTS

Technical: Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, Blender, Clip Studio Paint, HTML/CSS, Canva

Skills: Visual design, character design, illustration, video editing, photography, ideation, user engagement, 2D/3D design, storytelling, team collaboration, social media analytics, product sourcing, E-commerce supply chain management

Language: English, Korean (native)

Interests: Digital content design, video creation, collaborative design