

Sejeong Park

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High-performing visual designer with a passion for interactive entertainment and gaming industry. 3 years of experience impacting positive organizational outcomes through strategic communications, social media marketing, and project management. Confident in collaborating with cross-functional teams to solve complex, high-stakes problems.

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, Video Editing, Photography, Medium and Message
- Awards: President's Scholar (Fall 2024, Spring 2024, Fall 2022, Fall 2021)

WORK EXPERIENCE

Freelance Art Business

2021 – Present | San Jose, CA

- Created visually engaging illustrations, designs, and videos, including social media posts and marketing materials
- Developed and designed visual content for marketing campaigns, achieving over 234K total views and 1100+ sales of personal art on Etsy in 2023
- Monitored and engaged with media and music trends to create relevant, high-impact content.
- Built and maintained a strong social media presence, growing audiences to 70K followers on TikTok, 65K on Instagram, and 14K on Twitter
- 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

- Designed creative content that boosted interaction rates by 190% and reached 1000+ views per video post
- Managed content and collaborated with external teams (SJSU JSS, SJSU HKSA, U&US Team) to align visuals with strategic goals

Adobe Student Ambassador at SJSU

May 2023 – Present | San Jose, CA

- Produced tutorial content to educate students on the effective use of Adobe tools for content design
- Captured 168 participants in a single campaign, converting them into users of Adobe Express
- 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 the president and other officers in completing their duties at meetings, tabling, and social events
- Created events collaboratively with other social groups such as SJSU JSS, SJSU HKSA, and U&US Team

PROJECTS

Sweet Tubatu

2024

- Designed and produced merchandise, converting original character designs into various product types
- Communicated with 10+ Chinese manufacturers on Alibaba and produced 2000+ plushies, 3000+ sticker sheets, and 500+ keychains in this single project
- 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
- Conceptualized and executed product designs for original characters, including digital marketing materials
- Managed the project production, including character development, marketing strategies, and product distribution

SKILLS & INTERESTS

Technical: Photoshop, Illustrator, After Effects, Premiere Pro, DaVinci Resolve, Lightroom, Blender, Clip Studio Paint, Canva

Skills: Visual design, content creation, digital marketing, social media marketing, video production, photography, visual storytelling, ideation, 2D/3D design, storyboarding, team collaboration, social media analytics, product sourcing, vendor management

Language: English, Korean (native)

Interests: Digital content design, video creation, product ideation