



## Skills

Web Design  
Mobile App Design  
Brand Design  
Wire Framing  
Prototyping  
User Research  
Marketing research  
Presentation Design

HTML/CSS  
JavaScript

Figma  
Adobe Creative Suit  
Photoshop  
Illustrator  
After Effects

## Education

### George Brown College

• **Interaction Design and Development**  
Toronto, Canada Sep 2018 –Apr 2021

### MYONGJI University

• **Art History**  
Seoul, South Korea Mar 2013 – Feb 2016

## Experience

### Cheil Canada • Graphic Designer / Account Coordinator

Jul 2022 ~ Mississauga, ON, Canada

- Develop engaging digital and print graphics for the Samsung Canada brand across various platforms, including Samsung Canada Experience stores, eCommerce sites, social media, and email campaigns.
- Create banners and brand pages for retailer websites, providing front-end code support and executing flagship product PDP page localization and HTML page creation to boost marketing impact and customer engagement.
- Collaborate closely with the data analytics team to enhance the order conversion rate and implement customer personalization strategies.
- Ensure all projects align with client brand guidelines, conducting quality checks on visual designs to ensure high-quality output.
- Facilitate client communication and offer comprehensive project support.
- Support project managers in client presentations, report generation, market research, and presentation deck design to enhance campaign development efforts.

### KIMAC(Korea Industrial Technology Foundation for Media and Culture) • Graphic Designer

Oct 2016 – Dec 2016, Seoul, South Korea

- Created promotional materials for the 2016 Future Technology Challenge Parade.
- Collaborated with the national government marketing department to develop a 3-month program for government initiatives.
- Managed multiple projects, meeting strict daily and weekly deadlines.

### QP Cosmetic • Web Designer

Jul 2016 – Sep 2016, Seoul, South Korea

- Managed banner, deck design, and site maintenance.
- Contributed to cosmetics brand's social media and identity.
- Designed and curated online content, enhancing visibility.

### RESTREE • Intern & Part-time Web Designer

Jun 2014 – Apr 2015, Seoul, South Korea

- Participated in Social Media Marketing.
- Organized successful product launch with online marketing.
- Supported Senior Lead Web Designer in enhancing web displays, optimizing content, and creating promotional material.