

EDUCATION

Korea University

Bachelor of Arts

Bachelor of Home Economics

Fashion Design & Merchandising

GPA 3.92/4.5, Seoul, Korea, 2014-2019

SCHOLARSHIP

Work-Study Scholarship

Alumni Scholarship

Korea University, 2015-2017

CERTIFICATE

Himedia Academy

UI/UX Design

Front-End Web Development

Seoul, Korea, 2022

Google

UX Design Certificate Program

Coursera, Est. 2022

Craftsman

Web Design

Computer Graphics Operation

HRD Korea, 2021

Technology

ITQ Information Technology

GTQ Graphic Technology

Korea Productivity Center, 2019

SKILL

Design

UI/UX Design	Users Research
Wireframing	Responsive Web
Prototyping	Web Publishing
Information Management	Front-End Web Development

Software

HTML5	Adobe XD
CSS	InDesign
jQuery	Photoshop
Javascript	Illustrator
MS Office	Figma

WORK EXPERIENCE

By Design LLC | Fashion Merchandiser

New York City, Sep 2019 - May 2021

- Collaborated with clients such as Macy's and Nordstrom to create multiple women's apparel lines with a cohesive brand identity
- Conducted market research to understand customers' needs and craft tactics to capitalize those as potential opportunities
- Supervised the product development process, serving as the key decision-maker of the fabrics, color, and style
- Established sales and inventory plan and strategized production pricing that aligns with fiscal year financial goals

CJ ENM | Designer & Merchandiser Assistant

Seoul, Korea, Mar - May 2019

- Assisted the head designer of a licensed golf-wear brand 'Jean Michael Basquiat' making Basquiat's original artwork come to life
- Developed customer-oriented marketing tactics for multiple distribution channels including online, tv shopping, and stores
- Collected data and interacted with customers regarding products and shopping experience

Seoul Design Foundation | Fashion Week Team

Seoul, Korea, Jul - Aug 2018

- Assisted in hosting and planning the 2018 F/W Seoul Fashion Week
- Created promotional materials such as brand catalogs and look books for runway and fashion trade shows

EXTRACURRICULAR

Cheerleaders Group | Vice President, Designer

Korea University, Mar 2014 - May 2018

- Helped run and served as a representative of the university for sports rivalry and cheering events
- Designed posters, tickets, and pamphlets and promoted events

Fashion Product Planning Contest

Korean Society of Clothing and Textiles, Jul 2017

- Awarded 1st prize for a creative design, marketing concept, and strategy for an outdoor women's apparel brand

International Cultural Exchange Mentorship

KOFICE, YG, MBC, Tigaraksa, Indonesia, Jan 2016

- Served as a mentor providing cultural education and activities
- Built a cultural playground and multimedia room with computers, tablets, and e-books in the school