

# whantai park

graphic designer

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## experience

### Faithlife

#### graphic designer

jan 2019 — present

- Art direction for web ad campaigns and promotional assets
- Strong visual and UX design skills with capabilities in prototyping, presentation, and user-centered design methods
- Develop creative concepts and visual assets aligned with brief, strategy, creative expression and brand promise
- Collaborate with copywriters and project managers to develop creative concepts to meet marketing and business strategies
- Excels in a collaborative environment and works directly with developers to implement designs
- Create web and mobile app wireframes to deliver alternative UX proposals, improve existing applications and new features
- Resolve UI/UX issues during the web and mobile products development process
- Print covers and magazine spreads for Lexham Press, Faithlife's in-house publishing department
- Design church sermon media, presentation slides, and visual slides series for Faithlife and Logos Bible Software conferences
- Collaborate with Foreign Language team (especially Korean Product team) to create products, marketing assets, and localized content for a Korean-speaking audience

#### jr. graphic designer

july 2017 — jan 2019

- Created compelling production-ready artwork for print and digital marketing campaigns
- Conceptualized and executed layouts for marketing emails and promotional landing pages
- Responsive web design
- Delivered a wide variety of digital and print designs for events, proposals, client deliverables, and internal/external presentations

#### production artist

dec 2013 — june 2017

- Quick turnarounds on marketing materials for web, print, and digital assets
- Extreme attention to detail with an emphasis on accuracy and quality
- Created and exported UI for products, web app
- Designed marketing products— print covers and magazine spreads

## summary

6+ years working with marketing design experience

## skills

Sketch | Adobe cc  
inVision | Zeplin  
html/css | Figma  
Ms Office

## education

Bachelor of Fine Arts —  
Graphic Design  
Art Institute of Seattle

## languages

Korean | English

## internship

TescoMetal  
dec 2012 — july 2013

ModernDog Design  
jan 2012 — march 2012