

YOOJUNG (ROXY) KWEON

3415 Washington Blvd Arlington, VA 22201 • 312 709 9120 • kweon1229@gmail.com • www.linkedin.com/in/yoojungkweon

H1B visa is valid until 10/10/2027; H1B petition porting is needed for a change of employer

EDUCATION

School of the Art Institute of Chicago, Chicago, IL

May 2023

Bachelor of Fine Arts with Thesis (Focus 1: Arts Administration and Policy, Focus 2: Visual Critical Studies)

- Selected for a competitive thesis program; completed advanced coursework and a capstone thesis on “NFT and Virtual Materialism”
- Recipient of Contemporary Practices Scholarship and Creative Honors Merit Scholarship, awarded for artistic and academic excellence

PROFESSIONAL EXPERIENCE

Madison Museum of Contemporary Art, Madison, WI

Image Rights and Reproductions Manager (Full-time; 40 hours/week)

Jun 2024 – Present

- Administer database and execute over 79,000 updates, ensuring integrity and provenance of 40,000+ object records, 500+ donor contacts, and 35,000+ images of museum’s permanent collection
- Initiate and lead the "Snapshots at MMoCA" project, resulting in monthly documentation of 100+ collection objects for registration, marketing, and conservation purposes
- Supervise photographers and direct installation team to efficiently document artworks and exhibitions, ensuring high-quality visual records
- Identify art objects requiring conservation or new preservation method, and rectify 500+ existing errors in the collections management system, maintaining precise and consistent records
- Digitize and organize over 40 years of historic files and confidential documents, enhancing accessibility and integrity of artist, collection, and exhibition information
- Research U.S. copyright regulations and coordinate with artists' estates to secure new non-exclusive licenses, guiding cross-departmental copyright clearances
- Design and implement comprehensive taxonomy for digital assets, embedding descriptive metadata to improve searchability and ensure accurate external agreements
- Propose and establish sustainable photography fee structure, reducing operational costs associated with documentation processes
- Assist the registrars in artwork deliveries, condition reports, donor records, and vault directory update

Digital Content Coordinator (Full-time; 40 hours/week)

Oct 2023 – May 2024

- Enhanced engagement on Facebook by 72%, Instagram by 106%, and TikTok by 122% through targeted marketing strategies, improving outreach for donor and membership programs
- Utilized Google Analytics and WordPress to maintain and update the museum's website, ensuring timely communication with public
- Assessed website traffic and social media metrics to track event RSVP trends, inform content updates, and refine promotional strategies for marketing and fundraising initiatives
- Managed the editorial calendar, identifying new donor engagement opportunities and supporting membership growth

Art Handler / Museum Attendant (Part-time; 20 hours/week)

Jul 2023 – Oct 2023

- Prepared gallery spaces and assisted with matting, framing, and installing, for documentation, conservation, and display
- Monitored gallery attendance, incidents, and artwork conditions to ensure optimal visitor experience and artwork preservation
- Supported event setups, including artist booths and silent auctions

Fennel, Inc., Seoul, South Korea

Creative Director (Remote; 20 hours/week)

Dec 2022 – Jun 2023

- Collaborated with the CEO and Development Manager to plan, design, and implement comprehensive branding strategies, including the creation of logos, business cards, web banners, and advertisements
- Developed 3D models of room interiors and smart home devices, producing engaging GIFs to effectively showcase smart home scenes

Gallery 400, Chicago, IL

Curatorial and Exhibitions Intern (Unpaid; 7 hours/week)

Feb 2020 – May 2020

- Conducted comprehensive research on artists for upcoming exhibitions, authoring exhibition texts, artwork descriptions, and brochures to enhance visitor engagement
- Archived past exhibition texts and documentation images, ensuring the preservation and accessibility of the gallery's historical records

PROFESSIONAL DEVELOPMENT

Association of Fundraising Professionals (AFP Global)

Mar 2025

Embracing Innovation to Engage and Inspire Millennials and Gen Z to Give

University of Wisconsin – Madison (EdX)

Oct 2024

Professional Certificate in Digital Asset Management

ArtTactic

Sep 2023

Certification in Art & Finance | Trends & Analysis

LANGUAGES / SKILLS

English, Korean, French (Intermediate)

Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Bridge, Lightroom, After Effects, Sketchup, Blender, Microsoft Word, Excel, PowerPoint, Google Workspace, Google Analytics, WordPress, Mailchimp, MuseumPlus, Asana, Salesforce