

Innovative and dynamic designer with a recent Master's program graduation, K-pop and Korean media industry expert with a deep understanding of audience preferences, customer needs, and industry trends, detail-oriented strategic designer crafting engaging and trendsetting media products.

## Qualifications Summary

- ❑ **Strategic Collaborator:** Proficient in analyzing opportunities and forging strategic partnerships across multiple projects, enhancing efficiency and driving success in the dynamic media industry.
- ❑ **Customer-Centered:** Deep understanding of user and Adobe skill set empowering me to deliver innovative design thinking into tangible products with aesthetic and engaging user experience.
- ❑ **Korean Media Expertise:** In-depth understanding of the Korean media and K-pop industry, allowing me to seamlessly integrate the trends and insights from both cultures to create appealing content for global audiences.

## Education

### Master of Science in Strategic Design & Management, 2021 – 2023

Parsons School of Design, New York

### Two-year Conservatory, 2013 – 2015

Lee Strasberg Theatre & Film Institute, New York City

### Bachelor of Fine Arts in Communication Design 2009 – 2013

Parsons School of Design, New York

## Career Experience

### Flint Technologies, New York City

2023 ~

#### Product Manager

Successfully launched iMessage plug-in app 'Clap', effectively bridging the gap between digital and real-life interactions, providing NYC area college students with a unique and memorable way to connect and celebrate special moments.

- ❑ Conducted comprehensive user research of Gen Z, AR industry, and social media trends.
- ❑ Integrated the user research insights with visually appealing graphics for creating social media content.

### Steppe Hare Studio, Remote

2023

#### Content Strategist

Confirmed content's cultural relevance and connection with Korean audiences in close collaboration with cross-functional teams, such as game designers, developers, and marketing specialists. Guaranteed consistent tone and voice in all Korean translations by effectively conveying the brand's message and voice to Korean players.

- ❑ Successfully adapted translations and implemented market strategies for the company's game launch in Korea.

### Northwell Health, New York City

2022

#### Product Designer, Lead

Served as a strategic and product designer for the University Capstone Project with Northwell Health. Conducted research and user interviews to develop the company's mobile app. Maintained effective communication between clients and lead graphic designer. Cooperated productively with the product team to comprehend requirements and business specifications for managing portfolio, analytics, and risks.

- ❑ Designed multiple product strategies, one adopted by the company for app service.
- ❑ Integrated concept of 'caregiver' into Northwell app.

**Dae Poong Corporation, South Korea**  
**Brand Designer/ Producer**

**2021**

Carried out scientific research to ensure the platform's effectiveness. Planned various business aspects, including market analysis, financial forecasting, and partnerships. Created cohesive and visually appealing brand identity through CI and graphic design.

- Launched an engaging and viral YouTube channel for young adults in the agricultural industry.
- Involved in project development, including content planning, partnership, and refining mobile platforms.

**Club Clio (Korean Beauty Brand), Seoul**  
**Content Designer**

**2019**

Conducted continuous research to stay updated on industry trends and best practices using insights to shape content strategy. Ensured a consistent brand voice and visual identity across all social media platforms.

- Developed a promotional video for YouTube and a viral advertisement for a K-beauty product.
- Enhanced brand visibility and fostered audience engagement by formulating captivating visual and written content, incorporating graphics, photos, videos, and compelling copy.

**KBS (Korea Broadcasting System), Seoul**  
**Freelancer**

**2018**

- TV series, 'Doll's House'

**Naver TV, Seoul**  
**Freelancer**

**2018**

- Webtoon-based TV series, 'Classy Sergeant's Shovel Romance.'

**MBC (Munhwa Broadcasting Corporation), Seoul**  
**Freelancer**

**2017**

- TV series, 'Death Becomes Him', 'I am Not a Robot'

**Influx, Seoul/ Los Angeles**  
**Assistant Director**

**2017**

Communicated with the model agency to coordinate the shooting schedule (Los Angeles, CA). Identified suitable locations for photoshoots through extensive research. Spearheaded all aspects of a photoshoot for smooth operations and capturing desired visuals.

- Oversaw overall project of LA photoshoot and production.
- Directed video recording process and delivered translation services to bridge any language barriers.

**Comfort Women: A New Musical, New York City**  
**Musical Actress**

**2015**

Performed at St. Clement's Theatre (Off-Broadway), sharing important narratives with a wider audience. Secured position of starring actress (Malsoon) and carried out all work with great dedication.

- Served as lead actress in off-Broadway musical 'Comfort Women' telling the story of unseen history of comfort women during World War II.

## **Volunteer Experience**

**Assistant Manager, M.Tree, New York, 2011 – 2012**

*Instructed teaching faculty for 'Brush with Hope' project, teaching art to kids in Benin and Kenya, Africa. Provided opportunities to students to explore art and share ideas via critical thinking.*