

KYEUNG-JIN MIN

Graphic and packaging designer creating precise visual systems and thoughtful product experiences.

With professional experience at a Los Angeles F&B company and a New York branding and packaging agency, as well as an M.S. in Packaging, Identities & Systems Design from Pratt Institute, I develop design solutions that extend brand identity into packaging and physical product experiences.

EDUCATION |

PRATT INSTITUTE (New York, NY)	Aug 2024 - May 2026
- M.S. Packaging, Identities & Systems Design - GPA 4.0 / 4.0 - High Honors & Distinction	
KANGWON NATIONAL UNIVERSITY (Chuncheon, Korea)	Mar 2015 - Aug 2019
- B.A. Industrial Design - GPA 3.9 / 4.5 - Academic Scholarship	

EXPERIENCE |

THINKPACKAGE (New York, NY) Branding · Packaging Design Agency	
Junior Graphic Designer (Full-Time) Jun 2026 – Present	1 yr 5 mos
Graphic Designer (Freelance) Sep 2025 – May 2026	
Design Intern (Internship) May 2025 – Aug 2025	
- Develop packaging concepts, graphics, specialty artwork, and production-ready files for client and in-house projects. - Create 3D packaging models and renderings to visualize structural and graphic concepts. - Prepare packaging specifications and review designs with production feasibility in mind. - Collaborate with Production teams to refine design solutions and support projects from concept through execution. - Develop product photography concepts and moodboards; support on-site shoots and review final assets for quality. - Create client-facing presentation materials to communicate design concepts and project direction.	
ICN GROUP (New York, NY) HR Agency	
Graphic Designer (Freelance) Mar 2025	1 mo
- Developed visual systems, layouts, and HTML email newsletters for digital communications. - Designed and produced HTML-based email newsletters. - Created graphic systems with a focus on clear communication and readability.	

IT'S BOBA TIME (Los Angeles, CA) | F&B Corporation

Graphic Designer (Full-time) | Mar 2021 – Nov 2023

3 yr 9 mos

Design Intern (Internship) | Mar 2020 – Feb 2021

- Planned and produced packaging, graphic, and promotional materials for food and beverage brands.
- Developed visual content for new product launches and seasonal campaigns while maintaining brand identity.
- Planned and managed interior and exterior graphics for new store openings.
- Managed design projects in collaboration with franchisees and external vendors.
- Collaborated with Marketing and Operations teams on brand communication and design.
- Managed timelines and quality control for seasonal promotions and production materials.

ACTIVITIES |

Kangwon National University - College of Art Student Council (Chuncheon, Korea)

Vice President | Mar 2018 – Dec 2018

- Planned and managed university and college-wide cultural events.
- Managed project schedules, budgets, and staffing.
- Represented the College of Art in communication and decision-making with the student council.
- Coordinated cross-department collaboration and event design support.

SKILLS |

Design

- | | | |
|-----------------------|----------------------|------------------------|
| • Packaging Design | • Packaging Graphics | • Structural Packaging |
| • Product Experience | • Brand Identity | • Visual Systems |
| • Concept Development | | |

Production & Visualization

- | | | |
|---------------------------|----------------------------|------------------------|
| • Packaging Prototyping | • Production Collaboration | • Specification Sheets |
| • 3D Modeling & Rendering | • Quality Control | |

Tools

- | | | |
|------------------------|---------------|-----------|
| • Adobe Creative Suite | • Rhino | • KeyShot |
| • Figma | • 3D Printing | |

Portfolio Website

