
Work Experience

Graphic Designer, HONOR UK Jun 2024 – Sep 2024

- Successfully launched two smartphone series, HONOR 200 Series and HONOR Magic V3, for the UK market, establishing HONOR UK's presence among UK audiences and local branches.
- Optimised brand asset delivery for partners by planning and building a comprehensive product toolkit, increasing efficiency in fast-paced launch environments.
- Created and developed launch advertising content, including organic and collaborative materials, for various platforms such as TV advertisements, out-of-home (OOH) campaigns, paid media, and exclusive assets for channel partners.

Brand Designer, hyngwn.com Aug 2017 – May 2024

- Collaborated with clients in the art, culture, fashion, and architecture sectors, including museums, art galleries, cultural foundations, architectural firms, advertising agencies, and design studios.
- Provided comprehensive brand design services, covering both online and offline brand assets and marketing materials.
- Specialised in conceptual visualisation and developing visual structures for emerging brands, with a focus on custom lettering and typography.

Brand Designer, BATON Dec 2020 – Feb 2022

- Played a key creative role within the brand team, leading projects from initial research and ideation through to the delivery of comprehensive brand guidelines.
- Managed branding projects for companies in the finance, media, and cultural sectors, primarily focused on rebranding their visual identities.
- Directed physical production, oversaw typography selection, and managed project showcases.

Education

MA Typeface Design, University Of Reading, United Kingdom Sep 2022 – Sep 2023

- Focused on digital typeface design production, closely integrated with brand design, covering all stages from planning and engineering to quality assurance.
- Designed the multiscript typeface “*Ghost Orchid*”, supporting Latin, Hangul, and Arabic scripts.
- Delivered a seminar on the *implications of globalisation in typeface design* and wrote a dissertation on *Style Matching Methodology between Latin and Hangul in Film Titles*.

BFA Visual Communication Design, Seoul National University, South Korea Mar 2012 – Feb 2017

- Released the Korean typeface “*Dyowoong*” at the graduation show, which was featured in various design magazines and academic journals, including *LetterSeed 16: Type Design* (pp. 112–119).

Tools

Illustrator, InDesign, Photoshop, AfterEffects, Figma, Blender, Webflow, Midjourney, Glyphs, SketchUp.

Hard Skills

Branding, UI/UX Design, Print Design, Illustration, Web Design, Motion Graphics, 3D Modelling, Generative AI, Lettering, Typeface Design, Environmental Graphics, Exhibition Design, Packaging Design.