TJ Park

Associate Creative Director
Experience Design, Product Systems and AI

New York, NY
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tjpark.work

I bring 11 years of experience across digital products, experience design, advertising, and scalable design systems. At Verizon, I design commerce and customer experiences. I also used AI to build and launch my own iOS app, Litlo. My work combines creative direction, design, prototyping, and implementation.

EXPERIENCE

Litlo
Independent Product Project

2026

- → Co-built and launched an iOS baby care app with AI features, from product strategy and UX/UI through native development, backend integration, testing, and release.
- → Used Figma, Codex, and Xcode to deliver shared care records, logging via Siri, widgets, and optional AI guidance with explicit consent.

Verizon
Associate Creative Director

Jul 2022 to Present · Experience Design · New York, NY

- → Design scalable experience systems across Verizon commerce, product, and marketing platforms.
- → Direct Verizon.com launches, commerce pages, and campaign experiences from concept through production.
- → Developed AI workflows to streamline branded asset creation and improve production efficiency.

Deutsch
Senior Digital Art Director

Aug 2019 to Apr 2022 · New York, NY

- → Directed digital creative for integrated brand campaigns, microsites, and interactive app experiences.
- → Led a digital team and collaborated across disciplines from concept through production.

Wunderman Thompson
Art Director

Jun 2016 to Aug 2019 · New York, NY

- → Created integrated campaigns and activations across digital, social, and experiential channels.

CAPABILITIES

Creative direction
Experience design
Product strategy, design systems
Functional prototyping
AI workflows, Codex, Figma, 3D

EDUCATION

School of Visual Arts, New York
BFA, Advertising

Hanyang University, South Korea
BFA, Interactive Design

JURY & TEACHING

Webby Awards Jury · 2023

NY Festivals Grand Jury · 2019

Open Learn Academy
Interactive advertising instructor
2021 to 2024

SELECTED AWARDS

Cannes Lions

London International Awards

Clio Awards

ADC Awards

Red Dot Design Award

iF Design Award