

Graphic/Visual Designer with 6 years of experience across brand identity, marketing design, and UI design. Five of those years were spent on B2B SaaS platforms in both Korean and Canadian markets. Comfortable carrying one brand's visual language across print, digital, and product. Coming from a brand identity background, I bring system-level thinking to product and marketing work.

EXPERIENCE

UI/UX Designer (Visual & Marketing Design) Arima (Toronto, Canada) APR 2025 – DEC 2025

- Designed hero banners and feature illustrations across the company's product landing pages, contributing to a 36% increase in user active time.
- Revamped the Cross-Media Planner UI, restructuring the campaign building flow and prioritizing the results page where information priority and layout had become difficult to follow.
- Built template systems for pitch decks and blog thumbnails, each structured around its own format.
- Produced content design for product introduction videos and online ads.

Graphic Designer Sensation Beauty Corporation (Toronto, Canada) FEB 2024 – OCT 2024

- Ensured brand consistency across online shop, social media, and print by working with the marketing team to align on messaging priority and visual direction for each campaign.
- Led the complete packaging design process for cosmetic products, working closely with international partners to achieve optimal aesthetic appeal and functionality.
- Built and launched the company's first global e-commerce site on Shopify, executing all visual assets from hero banners to product photography with editing.
- Proposed design strategies and visual optimization tactics to leadership, based on customer response and on-site feedback.

Graphic Designer What I Like Studio (Toronto, Canada) MAY 2023 – JUN 2023

- Translated static client assets into short motion graphics, defining the concept, timing, and movement to carry each brand's existing tone.

Brand & Marketing Designer NHN Commerce (Seoul, South Korea) JUN 2017 – JUL 2021

Brand Design

Defined and developed the cohesive brand identity system for “Shop by” across digital and print applications — recognized as a **Red Dot Design Award Winner**.

Marketing Visual Design

- Produced marketing collaterals across multiple formats — packaging, welcome kits, and billboard ads — adapting the existing brand system to each format's scale.
- Executed visual design for online channels — social media and newsletters — and for in-person events including Seoul Fashion Week S/S 2022.

EDUCATION

SEP 2021 – JUN 2023

College Diploma, Interactive Media Design

SENECA COLLEGE • TORONTO, CANADA

MAR 2010 – FEB 2016

Bachelor's Degree, Multimedia & Interactive Design

HANYANG UNIVERSITY • SOUTH KOREA

SKILLS

TECHNICAL

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premiere Pro
Figma
Framer
Canva

DESIGN

Visual Design
Marketing Design
UI/UX Design
Branding
Content Design
Storyboards
Packaging Design

AWARDS & HONORS

APR 2022

President's Honour List

SENECA COLLEGE

NOV 2019

Brand Communication Winner

RED DOT DESIGN AWARD