

experience

senior art director @ decoded advertising • los angeles, 12/2019 — present

art direct and produce campaigns like Santa's Stream-Along (T-Mobile), Reflections from Past Recessions (Intuit), product launch campaigns (Bug Botanist), and create high-performing creative ads across all social platforms (Hulu)

lead designer & creative manager @ citarella • new york city, 09/2018 — 07/2019

managed and led team of designers in implementation of debut brand & style guidelines; redesigned product packaging, holiday menus, in-store signage for premiere Hudson Yards launch, e-commerce website, and established photography style and content needs for social and digital platforms

designer & art director @ m:united // mccann • new york city, 10/2014 — 08/2018

implemented branding, design, and art direction for campaigns like Woman Made (Microsoft), Change the Odds (Microsoft), Why Can't Girls Code? (Girls Who Code), and Toddlers Kill (The Brady Campaign) achieving many awards and accolade

graphic designer @ nbcuniversal (cia | creative group) • new york city, 05/2014 — 10/2014

created and produced a motion graphics presentation to executive suite, launching Content Innovation Agency department brand showcase statement; supported graphics for NBCUniversal's Cable Network Upfront 2014

awards

undpi gold, psa / communications — new york festival, 2017

silver, advertising: branded content & entertainment — adc awards, 2017

one show merit, integrated / events & experiential — the one show, 2017

silver cyber lion + bronze film lion — cannes festival of creativity, 2016

grand wommy award, all categories — wommy awards, 2016

impact pencil, community / industrial evolution — d&ad, 2016

wood pencil, creativity for good — d&ad, 2016

gold, health & safety film — epica awards, 2016

bronze, commercials: product / service — clio awards, 2016

personal exhibition — growth, 2011

frank parsons' face re-design contest — 1st place, 2011

parsons the new school for design — dean's list fall 2011 & 2012, spring 2013 & 2014

education

adhhouse nyc exploring the creative process — building the big idea, march 2017

parsons the new school for design — communication design, bfa, may 2014

skills & passions

programs adobe photoshop, illustrator, indesign, after effects, lightroom, bridge • fontlab

microsoft word, powerpoint • google docs, slides • iwork pages, keynote

strengths art direction, brand & identity design, typography, print & packaging, hand-lettering, painting, photo retouching, gifs, deck design, production, and social media

interests tv/entertainment, music, podcasts, behavioral/psych books, cooking & baking, #plantlady

languages english & korean (et, je parle un peu français)