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Experience

Visual Designer

Chegg 09.2024 – 12.2024

- Created UI visuals and illustration assets for Chegg's website, app, email, and marketing campaigns using Figma and Adobe Creative Suite
- Worked cross-functionally with UX, marketing, and motion teams to translate ideas into production-ready designs aligned with the updated brand system
- Delivered campaign assets featured on 50+ college campuses, contributing to a 59% ad recall rate and increased brand awareness

Visual Design Intern

Chegg 06.2024 – 08.2024

- Contributed to an early-stage AI study planner by designing user flows and wireframes that supported product direction
- Updated and expanded Chegg's illustration library as part of both UX and creative marketing teams
- Designed animated and static assets for use across product UI, website, and digital advertising
- Supported the update of Chegg's brand system by aligning new illustrations with revised guidelines and product needs

Freelance Graphic Designer

Bondit 12.2021 – 02.2022

- Designed social media content including motion graphics, short videos, and interactive posts to grow Bondit's Gen Z presence. Focused on increasing engagement through visually driven posts, stories, and reels

Education

School of Visual Arts

BFA Design
GPA 3.800
08.2021–05.2024

Chermayeff& Geismar&Haviv

SVA Honors Course
01.2023 – 05.2023

Fashion Institute of Technology

Communication Design
Foundation AAS
09.2019 – 05.2021

Recognition

03.2024

Graphis Silver Award

Studio Sauces
Graphis Inc.

06.2023

UG Design Award 2023

Selected works from
Junior Portfolio

05.2023

2023 ADC Awards, Shortlisted

The Martian Title Sequence

01.2024

High Term Honors

GPA 4.000
School of Visual Arts

06.2023

Junior Portfolio Review, Top Percentile

School of Visual Arts

04.2022

SVA Spring Show Exhibition

Sophomore Year

Skills

Proficient in:

After Effects
Midjourney
Figma
Adobe Creative Suite
Keynote

Familiar with:

HTML/CSS
Adobe Dimension
Adobe Dreamweaver
Cinema 4D

Languages:

Korean