

Brand & Graphic Designer with 7+ years of experience creating brand identities, websites, and marketing campaigns from strategy through launch. I build scalable brand systems that help organizations communicate clearly, strengthen brand consistency, and create cohesive customer experiences across print and digital.

EXPERIENCE

BO SHIN DESIGN | *Independent Design Studio*

Brand and Graphic Designer

Jan 2023 - Present

- Brand Leadership
- **Led:** 20+ end-to-end brand identity, website, email marketing, and integrated marketing initiatives from strategy through launch, partnering with clients to create cohesive brand experiences across every customer touchpoint.
 - **Developed:** Brand guidelines, reusable marketing templates, and modular email systems that improved consistency, streamlined production, and made ongoing marketing easier to manage.

ALEX COLLIER DESIGN | *Creative Agency*

Brand and Web Designer (Contract)

Oct 2024 - Present

- Agency Partnerships
- **Created:** Branding, websites, and integrated marketing campaigns in partnership with agency leadership for clients across multiple industries while managing concurrent deadlines.
 - **Improved:** Cross-channel marketing assets and website audits that improved brand consistency and launch readiness.

KNOW YOURSELF | *Editorial Publications*

Graphic and Editorial Designer (Contract)

Jan 2023 - Sept 2023

- Editorial Communication
- **Translated:** Educational content into accessible publications, reports, presentations, and editorial layouts through thoughtful information hierarchy and typography.
 - **Collaborated:** With writers, editors, and stakeholders to deliver clear, accessible visual communications while maintaining production accuracy across every deliverable.

ADASIA COMMUNICATIONS | *Advertising Agency*

Jr. Art Director

June 2010 - Aug 2013

- Integrated Campaigns
- **Developed:** Integrated marketing campaigns for national brands including Verizon Wireless and PNC across print, digital, and multicultural advertising.
 - **Produced:** Campaign assets, presentations, and promotional materials that supported large-scale brand initiatives across multiple marketing channels.

EDUCATION

Pratt Institute
Bachelor of Fine Arts
Interior Design

SKILLS & TOOLS

Core Expertise:

Brand Identity
Visual Communication
Creative Direction
Brand Systems
Email Marketing
Integrated Marketing Campaigns
Presentation Design
Editorial Design

Design Tools:

Adobe Photoshop
Illustrator
InDesign
Figma
Flodesk
Canva
Microsoft Office
Claude