

## CORE SKILLS

- Brand Identity Systems
- Editorial & Presentation Design
- Digital & Print Marketing Collateral
- Campaign Asset Design
- Typography & Layout Systems
- Print Production & Vendor

Coordination

- Website & Landing Page Design

## TOOLS & PROGRAMS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Showit Website Builder
- PowerPoint
- Canva
- Google Workspace

## LANGUAGES

- English (Fluent)
- Korean (Fluent)

## EDUCATION

Interior Design, B.F.A.  
Pratt Institute, Brooklyn, NY  
2006 - 2010

## PROFESSIONAL SUMMARY

Graphic designer with experience creating cohesive visual communications across digital and print platforms, including marketing collateral, presentations, websites, campaign assets, and brand systems. Skilled at translating strategy into polished, accessible design that supports storytelling, brand consistency, and business goals. Experience working across agency and independent consultancy environments managing multiple projects from concept through production.

## PROFESSIONAL EXPERIENCE

### Brand & Marketing Designer

January 2022 - Present

Bo Shin Design, LLC | Independent Design Consultancy

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- Lead strategic rebrands and develop visual identity systems across digital and print touchpoints for service-based and consumer-facing brands.
- Design marketing collateral, campaign assets, presentations, and websites that support storytelling, user engagement, and brand consistency.
- Produce print-ready materials including signage, packaging, menus, and branded collateral in collaboration with production partners and vendors.
- Develop layout systems and modular design templates to support scalable marketing initiatives across platforms.
- Manage multiple client projects simultaneously while maintaining high standards of design quality, organization, and deadline management.

## PROFESSIONAL EXPERIENCE

### Graphic & Editorial Publications Designer (Contract)

January 2023 – September 2023

Know Yourself, LLC | Educational Publishing Brand

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- Designed multi-page educational books and print collateral in Adobe InDesign, translating complex anatomy concepts into clear, engaging visual layouts within established brand guidelines.
- Collaborated with copywriters and creative teams to develop publication layouts, source imagery, and produce editorial content balancing information hierarchy, accuracy, and visual storytelling.
- Produced layout-driven educational materials and print-ready files while supporting a high-volume publishing workflow with strong attention to consistency and production detail.
- Applied typography, image research, and information design principles to make technical content accessible to young audiences.

### Junior Art Director

May 2010 – May 2013

AdAsia Communications, Inc. | New York-Based Multicultural Advertising Agency

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- Designed print and digital advertising assets for multicultural campaigns supporting major accounts including Verizon Wireless and PNC, adapting creative for Korean and Asian-language audience segments while maintaining national brand standards.
- Collaborated with copywriters and creative teams in a fast-paced agency environment to develop campaign materials across print and digital channels.
- Contributed to culturally targeted marketing communications that balanced audience relevance, messaging clarity, and brand consistency.

## SELECTED BRAND & MARKETING COMMUNICATIONS PROJECTS

View full case studies: [work.boshindesign.com](http://work.boshindesign.com)

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### **FluentPath Rehab**

Developed a cohesive brand identity and marketing website for an adult speech therapy practice, creating digital and print touchpoints centered on clarity, accessibility, and trust.

### **Know Yourself Editorial & Information Design**

Designed educational publication layouts and information-driven print materials that translated complex anatomy concepts into engaging, accessible visual communication.

### **AdAsia Campaign Work**

Contributed to multicultural advertising campaigns for major brands including Verizon Wireless and PNC, developing audience-targeted print and digital campaign assets.