

EXPERIENCES

Freelance Creative Consultant & Designer | Various clients | New York | June 2014 – Present

- Developed creative strategies for a diverse range of clients, focusing on branding, experience design, and digital storytelling.
- Designed cross-platform visual assets, including motion graphics, prints, social media campaigns, and interactive experiences for brands in entertainment, education, art and culture.
- Conducted user research and A/B testing to refine content strategies, ensuring high engagement and alignment with audience behaviors.
- Collaborated with cross-functional teams (writers, developers, marketers) to create scalable creative frameworks that drive engagement and retention.
- Advised startups and established brands on content strategy, experience design, and emerging technologies, with a focus on AI-assisted creative workflows. Currently preparing to give a presentation to School of Visual Arts on an AI case study.

Visual Designer | Stanford Blood Center (SBC), Stanford Health Care | Remote | April 2019 – Dec 2024

- Led end-to-end product and experience design for SBC's first mobile app, increasing donor engagement by 30% through strategic UX/UI enhancements.
- Developed scalable design systems and creative frameworks, ensuring a cohesive visual identity across all digital touchpoints.
- Conducted user research and behavioral analysis, optimizing engagement strategies that led to a 43% increase in first-time donor conversions.
- Partnered cross-functionally with marketing, engineering, and business teams to implement data-driven creative strategies.
- Designed cross-channel promotional assets, including motion graphics, digital ads, and interactive campaigns, driving a 148.5% increase in donor registrations.

Project Lead & Creative Strategist | teamLab | Tokyo, Japan & El Paso, TX | August 2016 – July 2018

- Managed large-scale interactive digital installations, blending art, technology, and user engagement strategies.
- Led creative research and iterative design testing, ensuring maximum audience interaction and emotional impact.
- Coordinated with engineers, designers, and content teams to build seamless experiences that aligned with project goals.
- Spearheaded strategic partnerships to enhance the storytelling and immersive qualities of digital experiences.

Founder & Creative Director | Once Upon a Time | April 2016 – Present

- Developed and launched an interactive storytelling platform focused on Korean American immigrant narratives.
- Led content strategy, creative direction, and UX design, translating complex themes into engaging stories.
- Collaborated with illustrators, writers, and developers to craft immersive, audience-centered stories.

EDUCATION | SCHOLARSHIP

Harvard Graduate School of Education

Master's in Education in Arts in Education concentration (design education) | Cambridge, MA

Rhode Island School of Design

Bachelor of Fine Arts in Painting and concentration in History of Visual Culture | Providence, RI

Fulbright Research Grant

Artist Research | Seoul, South Korea

SKILLS

UI/UX Design: Figma, Sketch, Adobe Creative Suite (Illustrator, Photoshop, InDesign)

Prototyping & Animation: After Effects, Adobe Premier

Collaboration & Tools: Miro, Canva

Visual Craft & Creative Strategy: Typography, Layout, Content Strategy, Design Thinking, Storytelling

Art & Illustration: Painting, Drawing

Systems Thinking: Design Systems, Network Structures