

JU YEON MOON

Senior Graphic Designer | Packaging Design | Marketing Design

Highly creative and multi-talented graphic designer with 6+ years B2B experiences in graphic design, marketing design [digital & print]. Detail oriented and with a comprehensive understanding of Adobe Photoshop, InDesign, and Illustrator. I am a fast learner and not afraid to take on challenges. I am excited to see where my passion for graphic design will lead me. I am currently looking to join a creative team of designers and collaborate with my passion forward mindset at a company like yours.

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🌐 designbymoon.net

EDUCATION

MASTER OF FINE ARTS

Industrial and Product Design
Kookmin University, Seoul
in South Korea
2011 - 2013 [Scholarship]

BACHELOR OF FINE ART

Jewelry Design
Silla University, Busan
in South Korea
2006 - 2010 [Scholarship]

SKILLS

- Creative Strategy
- E-Commerce
- Marketing Design [Digital & Print]
- Product Design
- Project Management
- Research and Development
- Sales Material
- Teamwork

TECHNICAL

- Illustrator ● ● ● ● ●
- Photoshop ● ● ● ● ●
- Figma ● ● ● ● ●
- Indesign ● ● ● ● ●
- Quark Express ● ● ● ● ●
- Photography ● ● ● ● ●
- Premiere Pro ● ● ● ● ●
- After Effects ● ● ● ● ●

LANGUAGE

- English
- Korean

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

BEE SALES CO. Beauty supply product manufacturing & Distributor
2021- Present

Niles, IL

Developed creative packaging concepts and product graphics design strategies that align with Bee Sales' brand and goals:

- Created and finalized more than 100 design projects, including design concepts, displays, 2d& 3d mockup, and specifically packaging such as full product wrapping, boxes, private labels, and other packaging materials.
- Detail-oriented, ability to work well under pressure, prioritize projects, and meet deadlines in a fast-paced working environment.

Designed and updated sales & marketing materials:

- Hard Copy: Annual Catalog, Monthly Flyer, Winter Product Catalog, Brochures, Poster, Banner, New Product ad, Sales Sheets.
- Digital Copy: E-commerce, Product Photos, Posting Details, Banner, E-Catalog, E-Flyer, E-mail Sales Flyer.

Managed content for e-commerce, and social media accounts such as official website, Instagram, Facebook, and TikTok:

- Generated, edited, published and shared engaging content daily: product detail writing, photos, videos, and news.
- Created and managed campaign contracts across digital media

Attended & Represented the company at Bee Show: (annual beauty supply show)

- Created poster design, registration ticket, vendor packages, show map, product ad banner. Additionally, executed show deal and the show catalog using QuarkXPress, Indesign.

Communicated with international vendors in South Korea and China:

- Managed vendors, developed samples, and conducted quality check to improve the quality of the product.

JEWELRY & GRAPHIC DESIGNER

R.M Manufacturing Co. Fashion Accessory & Jewelry manufacturing & Distributor
2014 - 2021

Niles, IL

Developed designed concepts in fashion accessory, and jewelry:

- Researched market trends and competitive brands.
- Developed design processes for seasonal collections : Wedding/Prom, Valentine's Day, Pink Ribbon, 4th of July, Halloween, Christmas.
- Collaborated with teammates to bring concepts from initial sketches to final production.

Designed a wide variety of marketing materials

- Developed appropriate packaging materials for fashion accessories, and jewelry such as hanging cards, pouches, boxes, etc.
- Collaborated with the marketing team to develop promotional materials for new collections, resulting in a 10% increase in customer engagement on website.
- Designed and created graphics to meet specific marketing promotional needs, such as business cards, flyers, signs, banners, and mailings.

Assisted with art direction in photoshoots and edited images as needed using Photoshop