

EXPERIENCE

2011 – Present Petco Animal Supplies, Inc., San Diego, CA

Senior Art Director within the Branding & Campaigns sector developing and executing new identities for Petco and its private brands (Unleashed by Petco™, Petco Foundation, Petco Preferred, etc.). Responsible for creating innovative, eye-catching campaigns that increase brand awareness, solidify guest loyalty and drive sales.

2010 – 2011 ViaSat, Inc., Carlsbad, CA

Designer within an innovative satellite and digital communication company creating multiple concepts, designs, and managing production of various marketing collateral and event graphics for a range of technical products and services. Responsibilities include project management and supervision of freelance designers and production artists.

2008 – 2010 Euro RSCG Life : Metamax, New York, NY

Award-winning *Art Director* managing the design and production of several brands from concept to final product in a high-paced ad agency. Scope of work includes overseeing a cohesive brand campaign, photo shoots, pre- & post-production, and client presentations. Brands include Dysport, Restylane, LipoSonix, Belotero, Bocouture, Novabel, Lantus, Apidra, and Zemplar.

2005 – 2007 GBGM, New York, NY

Associate Art Director responsible for conceptualizing and overseeing multiple design solutions from start to finish for different non-profit sectors with limited budgets, assisting with project management, running the department in Design Director's absence, and updating the department on modern design trends and printing techniques.

2003 – 2005 Sudler & Hennessey : CMD, Inc., New York, NY

Graphic Designer in an award-winning medical education company responsible for creating various design solutions, maintaining cohesive branding while adhering to print production specifications and assisting with project management. Brands include Viagra, Detrol, Diflucan, Celebrex, Aricept, Glucotrol, Unasyn, Exubera, and Advair.

2002 CommonHealth : Adient, Wayne, NJ

Graphic Design Intern assisting with concept development for launch of a new brand and campaign, overseeing production artists on final artwork, and gaining insight into a high-paced ad agency. Brands include Variza and Levaquin.

2001 Milton Glaser, Inc., New York, NY

Graphic Design Intern participating in the operations of a small design studio assisting with designs and gaining insight into the design process and work habits of Milton Glaser. Brands include Brooklyn Brewery, New York Public Library, and Rubin Museum of Art.

TECHNICAL SKILLS

Photoshop, Illustrator, InDesign, QuarkXPress, Dreamweaver, Flash, HTML, CSS, and Microsoft Office on both Mac and Window platforms. Bilingual in English and Korean.

EDUCATION & HONORS

2003 Parsons School of Design, B.F.A., Communication Design, Dean's List, Parsons Scholarship, Amanda Geiger Scholarship

2003 Winner of the International Labour Organization, Youth Employment Network Campaign Poster Competition

2007 DeRose-Hinkhouse Memorial, Best in Class for Graphic Design and Design & Overall Publication, *Border Crossing*

2008 DeRose-Hinkhouse Memorial, Merit for Advertising Campaign, *Today's Missionary*

2009 PM360 Trailblazer Brand of the Year Winner, *Lantus Archer campaign*

2009 PM360 Trailblazer Initiatives of the Year Winner, DTP Campaign, *KidCare Kit*

2009 Rx Club OTC Silver, Best Single Entry, *KidCare Kit*

2010 *Adweek*, Healthcare Agency of the Year in North America

2010 *Med Ad News*, Agency of the Year, Category II

2010 *Medical Marketing & Media*, All-Star Network of the Year