

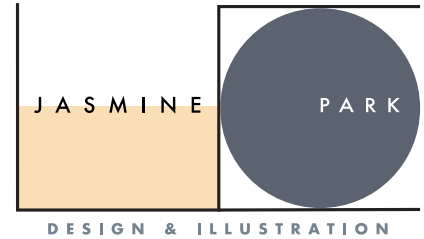
JASMINE PARK

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WORK EXPERIENCE

PILOT INC.

ECOMMERCE GRAPHIC DESIGNER | MARCH 2020-PRESENT

- Designed new brand guidelines and visual graphics for Amazon product listings, brand stores, posts, and advertising campaign banners
- Collaborated with the product managers and eCommerce account strategist to create best-in-class product listing content for various online marketplaces
- Supplied all Amazon product listing creative assets (above the fold and A+ content) and facilitated Amazon marketing campaigns from start to finish
- Gathered data and study trends to verify customer acquisition strategies for Pilot's content strategy
- Carried out series of A/B tests to create new and revised designs to improve existing product listings, infographics, and brand identity across all eCommerce platforms

PILOT INC.

PRODUCT/GRAPHIC DESIGNER | OCTOBER 2019-FEBRUARY 2020

- Maintained specification changes and developed new automobile soft good designs (sunshade, interior organizer, steering wheel, seat cover, emblem, decal)
- Analyzed and determined how new product trends and designs will tie with market needs and consumer preferences
- Compiled presentation decks by assembling product images and quotations

NONGSHIM AMERICA INC.

GRAPHIC DESIGNER | APRIL 2018-APRIL 2019

- Spearheaded interdepartmental coordination and communication with Marketing team to create and modify package designs while considering trends and consumer demands in the US and Canada
- Managed complete design process from conceptualization to delivery in creating compelling magazine ads and banners
- Formatted and applied new designs, ingredient updates, and nutrition facts in US and Canadian units and box package designs
- Maintained existing brand standards and further developed corporate brand identity within all designs

ASHLAND AYURVEDA HEALTH CENTER

FREELANCE GRAPHIC DESIGNER | AUGUST 2016-AUGUST 2018

- Designed, developed, and implemented all graphics, layouts and production materials in order to achieve business marketing goals
- Developed numerous marketing programs (logos, door signs, car decals, t-shirts, and advertisement) and guaranteed the expectation of clients
- Applied scrapbooking technique to invent an innovative business card design

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS (CCA)

BFA ILLUSTRATION

AUGUST 2014-MAY 2017

Honors Scholarship, 2014-2017

AUSTRALIAN NATIONAL UNIVERSITY (ANU)

BFA PRINTMEDIA AND DRAWING

Semester Exchange Program

FEBRUARY 2016- JUNE 2016

MARYLAND INSTITUTE COLLEGE OF ARTS (MICA)

BFA ILLUSTRATION

AUGUST 2013- MAY 2014

Dean's List, 2013-2014

Academic Achievement, 2013-2014

SKILLS

DESIGN

Adobe Creative Suite

(Photoshop, Illustrator, Indesign)

Illustration

Concept Sketches and Mock Ups

Drawing

Painting (Watercolor, Acrylic, Oil)

Strategy & Vision Presentations

SOFTWARE

Laser Cut CNC

Rapid Prototyping

Microsoft Office Suite (Word, Excel,

Powerpoint)

Windows & Mac OS

LANGUAGES

English (Native)

Korean (Fluent)