

# Jisoo Kwon (JI)

A designer who blends creativity with discipline, inspired by food, routine, and visual storytelling.

## Education

### CUNY Bernard M. Baruch

BA in Business Communication  
specializing in Graphic Design

## Certifications

### Google Coursera Foundations

of UX Design

### Skillshare

Intro to Motion Graphics

## Skills

Toolkit

Adobe Illustrator, Photoshop,  
Adobe After Effects, Figma,  
Klayvio, MidJourney, Trello,  
Notion, Bynder, Omi

## Awards

First Place

Baruch Sidney Harman  
Design Contest

## Hobbies

Cooking, exploring new recipes,  
and staying consistent with  
fitness.

## Experience

### Apothékary | Junior Graphic Designer

New York, NY | Sep 2024 — Present | Full-time | Health & Wellness

I helped create visual assets across a range of campaigns, from digital and email to social, retail, and events, working in a fast-paced DTC environment. I partnered closely with the Director of Growth on paid campaigns, OOH initiatives, retail partnerships by designing ad creatives and making sure everything stayed consistent and on-brand across all channels. A big part of my role was designing ads, direct mailers, and other creative with a focus on what actually drives engagement and conversions. I also jumped in on photoshoots, handled retouching, and adapted assets for different platforms.

### AS Beauty Group | Junior Digital Designer

New York, NY | Feb 2023 — Nov 2023 | Full-time | Skincare & Beauty

Developed digital assets across the full eCommerce funnel, including PDPs, landing pages, paid ads, social content, Amazon A+ content, and Figma, while collaborating closely with art direction, marketing, ecomm, and Amazon teams to maintain brand consistency across CoverFX, Mally Beauty, Julep, Bliss, and Laura Geller, and incorporating retouching image optimization, to deliver high-performing, conversion-focused creative.

### Love & Pebble | Graphic Designer

New York, NY | Feb 2022 — Jan 2023 | Freelance | Skincare & Beauty

Designed innovative packaging as part of a rebrand, led the creative direction for Instagram and TikTok content, and developed content calendars and visual templates to keep everything consistent across channels, while also creating email, SMS, and event marketing materials, including for Foundermade.

### Mikuna Foods | Graphic Design Intern

New York, NY | May 2022 — Sep 2022 | Remote | Health & Wellness

Assisted both the Creative Director and Associate CD in developing and executing social media graphics, website and email designs, and print collateral—including pop-up events, partnerships, new packaging, shelf-talkers, and welcome signage—while managing video editing for TikTok, Instagram Reels, and managing social content for brand athletes and influencers.

### Baruch Sidney Harman | Graphic Designer

New York, NY | June 2021 — Present | Freelance | Education