

# Jisoo Kwon (JI)

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I design digital experiences that help brands communicate clearly and connect with users.

## 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

### Tools

Adobe Illustrator, Photoshop, Adobe Aftereffects, Figma, Klayvio, Midjourney, OMI

## Awards

### First Place

Baruch Sidney Harman Design Contest

## Experience

### Baruch Sidney Harman | Graphic Designer

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

- Ongoing seasonal freelance collaboration across print and digital campaigns designing bold marketing materials and event posters supporting semester programming featuring acclaimed playwrights, authors, and visiting speakers.

### Apothékary | Junior Graphic Designer

New York, NY | Sep 2024 — May 2025 | Full-time | Health & Wellness

- Designed conversion-focused paid social, email, and lifecycle creative for a fast-growing DTC brand.
- Partnered with Growth Marketing to launch high-performing paid, retail, and OOH campaigns.
- Created performance-driven assets for Meta ads, email, and direct mail across acquisition and retention funnels.
- Used AI tools to accelerate creative iteration, streamline production, and scale campaign asset development.
- Supported photoshoots, retouching, and cross-channel asset production for campaign launches.

### AS Beauty Group | Junior Digital Designer

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

- Created digital assets for PDPs, Amazon A+ content, landing pages, and paid campaigns across five beauty brands in a fast-paced environment, resizing creatives for multiple platforms, and updating site content as needed.
- Worked closely with marketing, ecomm, and creative teams to keep assets visually consistent and aligned across CoverFX, Mally Beauty, Julep, Bliss, and Laura Geller.
- Handled retouching, color matching, and image optimization to deliver polished, conversion-focused creative across web and channels.
- Assisted in the design and execution of seasonal campaigns, product launches, and promotional assets while maintaining strict brand guidelines and deadlines.

### Love & Pebble | Graphic Designer

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

- Helped shape the visual identity of early-stage startup Love & Pebble through packaging design, social content, and campaign creative. Led art direction for Instagram and TikTok, developed scalable content systems and templates, and created cohesive marketing assets across email, SMS, events, and brand partnerships

### Mikuna Foods | Graphic Design Intern

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