

chae hong

graphic designer
& illustrator

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education

University of Minnesota
Twin Cities

Class of 2022
College of Design — BFA Graphic Design
GPA 3.964
Dean's List Fall 2018 — Spring 2022
Design Student & Alumni Board Member

Colegio Franklin Delano Roosevelt
Lima, Peru

Class of 2018
International Baccalaureate Diploma
President's Gold Seal
National Arts Honor Society President
National Honor Society Member

skill sets

Adobe Illustrator	Figma	Illustration
Adobe Photoshop	WordPress	Brand Design
Adobe InDesign	Notion	Packaging Design
Adobe XD	Procreate	UI Design

Fluent in English & Korean
Conversational in Spanish & French

experience

Graphic Design Intern
Joyce | May 2021 — Present

Worked remotely and in-person with senior designers and copy writers to concept and execute campaigns, brand identities, website assets. Developed complete brand identities using original concepts. Illustrated client assets. Assisted with running branded photoshoots for clients. Was offered a position as junior designer upon graduation.

Creative Director
The Wake Magazine | Aug 2020 — Feb 2022

Created and/or directed all print and digital graphics produced by the magazine. Overlooked layout design of the magazine as the head of three designers and collaborated with the Art Director, the Editor in Chief, and the Executive Director to publish fortnightly issues.

DASH Design Research Assistant
University of MN | Oct 2019 — Jun 2021

Designed and/or redesigned websites for faculty and graduate students that displayed research and generated necessary assets, such as logos and posters. Developed effective time management and communication skills via email, video calls, and in person.

Design Student & Alumni Board Member
University of MN | Jul 2020 — May 2022

Organized events to help Graphic Design undergraduates transition from college to career with other DSAB member. Successfully hosted "Conversations & Connections: Preparing for Your Next Step" over Zoom in Fall 2020, where graphic designer Ashley Hohenstein was invited to give a presentation for undergraduates.

Graphic Design Director
Design U | Sep 2019 — Jan 2020

Redesigned brand identity to better reflect the organization. Redesigned and updated the website according to the new branding guide. Designed a sponsorship packet, service packet, as well as brand stickers. Generated a series of graphics for social media marketing and print posters for the annual Portfolio Event.