

# Chae Hong

graphic designer  
& illustrator

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## Skillsets

Brand Design	Illustrator	WordPress
Illustration	Photoshop	Notion
Packaging Design	InDesign	Procreate
Web Design	XD	
UI/UX Design	Figma	

Working knowledge of HTML5 + CSS + JavaScript  
Experience with SEO Management

Fluent in English & Korean  
Conversational in Spanish & French

## Education

University of Minnesota  
Twin Cities

College of Design Class of 2022  
Bachelor of Fine Arts 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

## Experiences

Graphic Designer  
Knock Inc. : Oct 2022 – Present

Designing both digital and print assets for clients ranging from large corporations to non-profit organizations. Building brand identities as well as designing assets based on existing brand identities. Designing paid media, brand books, decks, landing pages, newsletters, and more.

Freelance Graphic Designer & Illustrator  
Fred & Co : Sep 2022 – Present

Assisting in developing new brand identities by designing logos and illustrating brand elements on a need basis.

Graphic Design Intern  
Joyce : May 2021 – May 2022

Worked remotely and in-person with senior designers and copy writer 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

Designed 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.

Web Design Assistant  
Digital Arts, Sciences, Humanities Dept,  
University of MN : Oct 2019 – Jun 2021

Designed and developed websites for faculty and graduate students to publish their studies and generated necessary illustrations, logos, and posters. Practiced working knowledge of HTML and CSS. Developed effective time management and communication skills via email, video calls, and in person.