

chae hong

An intentional, detail-oriented, and curious graphic designer, exploring the connections between visual arts and design. Seeking for positions in a brand design, UI design, and/or packaging design and looking to learn more about web design and UX design. Previous experience includes: Design Intern at Joyce, Creative Director of the Wake Magazine, Director of Graphic Design of Design U, and DASH Design Research Assistant.

education

University of Minnesota — Twin Cities

Anticipated to graduate in May 2022
BFA Graphic Design | GPA 3.964
Dean's List 2018 – 2021
Design Student & Alumni Board Member

Colegio Franklin Delano Roosevelt — Peru

Graduated in May 2018
International Baccalaureate Diploma
President's Gold Seal | National Honor Society
National Arts Honor Society | National English Honor Society

employment

Graphic Design Intern Joyce | May 2021 — Present

Worked remotely and in-person with senior designers and copy writers to concept and execute social media campaigns, brand identities, website assets. Developed complete brand identities using original concepts. Closely shadowed and assisted with organizing and running branded photoshoots for clients. Illustrated client assets.

Creative Director The Wake Magazine | Aug 2020 — Feb 2022

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. In charge of creating and directing all print and digital graphics produced by the magazine.

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

Collaborated with faculty and graduate students to create, update or redesign websites that display their research and generated necessary assets, such as logos and posters. Developed effective time management skills, and communication skills via email, video calls, and in person.

skill sets

Illustration	Adobe Creative Suite	Figma
UI/UX	WordPress	XD
Production	Notion	HTML
Brand Design	Procreate	CSS

Fluent in English & Korean
Conversational in Spanish & French

extracurricular

Design Student & Alumni Board Member University of Minnesota | Jul 2020 — Present

Currently working with other DSAB members to organize events to help Graphic Design undergraduates transition from college to career. 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.

Design U Graphic Design Director University of Minnesota | Sep 2019 — Jan 2020

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

National Art Honor Society President Colegio FDR | Mar 2015 — May 2018

President of a NAHS chapter consisting of 23 members. Designed and coordinated multiple chapter-wise projects including the mural project at the home of single teenage mothers and several fundraisers to finance materials for projects and maintain the chapter.

contact info

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