

PORTFOLIO



SCAN ME

See portfolio at eznadesigns.com

- Experienced graphic designer in telling a brand's story through the art of visual graphics, both printed and digital
- Excellent at handling multiple clients at one time and communicating to understand client's marketing strategy and goals
- Prioritizes between multiple tasks well
- Keeps client comfortably engaged to understand what clients want
- Executes work in efficient and timely manner with little to no supervision needed

EDUCATION

Pratt Institute (Brooklyn, New York)
BA Communications Design, Illustration

CLIENTS EXPERIENCE

Syensqo
Asure Software
PrismHR
Love & Pebble (as seen on Shark Tank)
Dose + Remedy
Alchemist Trading Co.
Next Marketing
Hopes Salsa
ReptileMon
+ others

EXPERTISE

brand concept
campaign strategy
design for purpose
illustration
detail-oriented
fast learner
prompt/responsive

SKILLS

Adobe Illustrator	Adobe Indesign	Figma
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Adobe XD	Photoshop	Procreate
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Korean	Efficiency	Time Management
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EXPERIENCE

BEARPAW PARTNERS

SENIOR GRAPHIC DESIGNER, 2024 (COMPANY DISSOLVED)

- Lead designer
- Oversee multiple design projects, ensuring timely delivery and adherence to client specifications.
- Review designs and deliverables for accuracy, quality, and alignment with client objectives.
- Provide guidance and support to junior designer, offering feedback and fostering skill development.
- Collaborate with clients and team members to produce high-quality visual designs for various digital platforms, including websites, social media, email campaigns, eguides, brochures, and ads.
- Maintain and enhance client brand identities through cohesive design strategies and guidelines.

VENSURE EMPLOYER SOLUTIONS | PRISMHR | SOLVO GLOBAL | NAMELY

SENIOR BRAND DESIGNER, 2022 TO 2024

- Lead designer on redesign initiative for partner company websites
- Ensure consistency in branding across all communication channels across four partner brands
- Lead designer for industry events/conferences to enhance the company's presence and reputation in the PEO industry, such as PrismHR LIVE and NAPEO Conference
- Collaborated with the marketing team to create client-centric design solutions for white papers, presentations, and promotional materials
- Reviewed other designers' work to ensure alignment with brand standard
- Created digital assets for online marketing campaigns, social media, and email communications

EVEROUR EVENTS, LLC

CO-FOUNDER AND GRAPHIC & PRODUCT DESIGNER, 2020 TO 2023

- Start-up online shop with event decor inspired by korean traditions
- Responsible for brand design - including company logo, website design, social media graphics and designed products from scratch

FREELANCE GRAPHIC DESIGNER

GRAPHIC DESIGNER, 2015 TO 2022

Client: Love & Pebble

- Introduced and pitched original concepts and guided client on my vision for rebranding; client was extremely happy with outcome
- Original new product packaging design was featured on national television (shark tank)
- Re-branded existing logo and packaging for new brand image
- Worked diligently under very tight deadlines

Client: Dose + Remedy

- Adapted legacy designs and improved upon design quality
- Took initiative and made design change recommendations
- Maximized creativity while still in compliance with brand image

YES MAAM PAPER + GOODS

CREATIVE INTERN, 2013-14

- Assistant to new start-up online brand owner
- Served as liaison and handled majority of communication to vendors and printing company
- Adapted fiercely to provide efficiency in product research and development and final execution
- Complemented final designs with illustrations for packaging design

WASHINGTON PRINTING CO., LLC

GRAPHIC DESIGNER, 2012-13

- Took initiative in building client relationships and vendor rapport
- Was trusted in handling larger profile clients such as Ig hausys
- Provided excellent service by being prompt, responsive, schedule oriented, and prioritizing tasks when unforeseen issues arose
- Praised for catching client errors before final execution (pre-press)