




# MYOUNG HEE JO

Brand Graphic Designer



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I've worked on branding and marketing projects with various organizations, from corporations to agencies and in-house teams. I focus on web design, digital marketing, and engaging print materials. I bring a wide range of skills in both online and offline marketing, including social media, advertising, events, and visual communication, all aimed at boosting brand awareness. Additionally, I embrace my role as an AI graphic operator, seamlessly integrating AI techniques into my creative process.

## SKILLS

### PROFESSIONAL

- Graphic Design
- Web Design
- AI Graphic Operation
- Illustration
- Typography
- Photography Editing
- Video Editing
- Project Management
- Market Research
- Usability Testing
- Interface Design
- Google Analytics & SEO

### TECHNICAL

- Adobe Suite  
Illustrator / Photoshop /  
InDesign / XD / Express /  
Premiere Pro and more
- Figma
- HTML & CSS
- Microsoft Office
- AI Tools  
Midjourney  
ChatGPT and more

## EXPERIENCE

### LEAD GRAPHIC DESIGNER

2022 - Present

#### **PIMCORE GmbH** (Software Company)

I create innovative web and print solutions for dynamic IT services, developing cohesive design strategies that enhance creative projects while aligning with company goals. By leveraging my visual communication design skills, I bring a unique perspective to various industries, ensuring impactful and tailored outcomes.

### ART DIRECTOR

2017 - Present

#### **VISUALIZM.EU** (Design Studio)

"We Picture Your Vision"

We specialize in branding, web and print design, and photography, bringing your ideas to life with creativity and precision.

### CO-FOUNDER | BRAND DESIGNER

2018 - 2022

#### **BUBBLES & KRAUT** (Innovative Food Business)

I created branding strategies that boosted a food start-up's recognition and customer engagement, managed marketing campaigns that drove sales growth, and secured financing to expand into new markets and launch innovative products.

### BRAND GRAPHIC DESIGNER

2012 - 2022

#### **MYOUNG HEE JO GRAPHIC**

I developed brand strategies, conducted market research, and created innovative designs to boost visibility and engagement for clients in graphic design and consulting. Collaborating with cross-functional teams, I ensured successful project delivery and client satisfaction.

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## EDUCATION

- **MA, GRAPHIC DESIGN COMMUNICATION**  
Chelsea College of Arts,  
University of Arts London
- **BA, FASHION ILLUSTRATION**  
(1st Class of Honours)  
London College of Fashion,  
University of Arts London
- **BA, FASHION DESIGN**  
Kyungpook National University,  
South Korea

## LANGUAGE

- KOREAN (mother tongue)
- ENGLISH (advanced)
- GERMAN (intermediate)

## INTERESTS

- Cooking
- Cycling
- Travelling
- Cinema
- Hand Craft
- Pottery

## EXPERIENCE (CONTINUED)

GRAPHIC DESIGNER 2018 - 2019

### **IMPACT HUB VIENNA** (Social Impact Community, Coworking space)

I designed communication materials, including booklets, posters, and social media content, to strengthen Impact Hub Vienna's brand presence. Collaborating with the Communication Team, I created visually engaging designs that inspired young entrepreneurs while contributing to a more sustainable and empowering environment through impactful graphic design.

FREELANCE GRAPHIC DESIGNER 2015 - 2017

### **GOLDSMITHS** (University of London)

I collaborated with a design agency to develop communication and marketing materials for Goldsmiths University, ensuring adherence to brand guidelines. Through innovative design solutions, I customized and enhanced the university's visual identity, leveraging my graphic design skills to elevate its brand presence.

CREATIVE ARTWORKER 2013 - 2015

### **TAG.** (A Global Brand Services Agency)

I provided skilled and technically precise input and support to the agency and design studio. My attention to detail and organizational skills ensured high-quality work delivery. I developed skills in project management, creative direction, and strategic planning.

IN-HOUSE GRAPHIC DESIGNER 2009 - 2012

### **IMAGE SOURCE Ltd.** (Photo Library)

I worked closely with the director and senior designer to gain a deep understanding of the brand's values and design style, offering comprehensive design support to the Sales, Marketing, and Creative teams. This role allowed me to refine my design skills, enhance my proficiency with advanced software tools, and stay up-to-date with the latest industry trends and technologies. By aligning creative efforts with the brand's vision, I contributed to maintaining a consistent brand image while driving its evolution and growth.