

YOO-JIN JANG

Graphic Designer & Brand Strategist

United States | [LinkedIn](#) | [Portfolio](#)

Parsons-trained graphic designer and brand strategist with 4+ years delivering end-to-end creative solutions across brand identity, print production, and digital marketing campaigns.

EXPERIENCE

Social Media Content Designer

Aptone (Olive Young)

Design digital ad creatives and platform-specific social content tailored to each brand's voice, audience segment, and campaign objectives.

Nov 2025 — Present

Remote (Seoul, Korea)

Graphic Designer & Digital Marketing Manager

Haru Holdings, Inc.

Led brand identity, packaging, and marketing asset development for 12+ client companies, creating integrated campaigns combining print, digital, and social assets that drove \$60K+ in sales revenue and increased audience engagement by up to 30%. Served as Project Manager for Little Kiki Katsu & More restaurant launch, overseeing brand development from concept to opening day.

Oct 2025 — Present

California, United States

Interactive Design Intern

AGBO (Russo Brothers' Entertainment Studio)

Designed UI/UX concepts and interface prototypes for in-development interactive game projects, collaborating with the Manager of Visuals. Produced executive-level presentation decks for high-profile internal meetings and conducted competitive game market research, presenting strategic teardowns directly to the President of Interactive.

Jun 2025 — Aug 2025

Los Angeles, California, United States

Creative Media Intern

Pixio USA

Managed social media advertising across Instagram, TikTok, and YouTube for a gaming monitor brand, designing event posts and Discord room assets. Optimized Amazon storefront thumbnails and product page graphics to support e-commerce conversion goals, and designed branded merchandise that elevated brand awareness among game streamers and enthusiast audiences.

Aug 2023 — Jan 2024

Torrance, CA

Graphic Design Assistant

Greedilous (Korean Fashion Brand)

Designed graphics for the 2022 S/S Collection runway show at Gyeongbok Palace, including clutch bag design praised as 'original and unique' by models. Provided Korean-English interpretation for 10+ international models, ensuring seamless production-day communication.

Jun 2021 — Sep 2021

Seoul, South Korea

2020 KISP President (파슨스 공식 한인회 회장)

Parsons School of Design - The New School

Since I became a president in a time of the pandemic, I focused on connections between students, especially with incoming Freshmans to older colleagues, and promoting/ informing what our organization is.

Aug 2020 — Aug 2021

New York, New York, United States

Main responsibility:

- Spearheaded efforts to foster student connections during the pandemic as president, prioritizing relationships between incoming freshmen and older members.
- Organized a diverse array of events, utilizing online platforms like Zoom and social media such as Instagram to inform, mentor, and engage students.
- Overcame challenges of COVID-19 restrictions by maintaining consistent communication with club officers, swiftly planning new events, and creatively adapting to ensure ongoing student involvement and support.

Things done throughout 2020-2021 :

Before gathering limit made in Korea gov.

- Welcoming Incoming Freshman Gathering Event

After the gathering limit (We used social media and zoom as much as possible)

- Timely Campus online zoom webinar to inform those who are interested in Parsons.
- Zoom Orientation
- Alumni Mentor Session with KPAZ (Korean Parsons Alumni Zoom session)
- Various Zoom Mentoring/ Gathering sessions
- Various person to person gathering sessions (this had to be done in groups of 4 due to COVID)
- Informative card news for tips students might have not known
- QnA sessions -> sharing answers through Instagram
- Recruiting new Members

How it was organized :

- gathered 5 club officers
- zoom meetings once a week
- Once we were done with one event/project, we went on with planning a new one
- Never stopped with connecting students

- Used Instagram to inform news and tips about school

Challenges:

- Helping students to feel connected was the most challenging part due to COVID 19.

Exhibition Coordinator/ Artist

Aug 2020 — Nov 2020

20고개 : 수수께끼의 시간 전시회 @스페이스다온

Seoul, South Korea

My Role:

Exhibition Planner - participated in meetings to organize time, date, theme, topic, location and etc. for the exhibition.

Exhibition Graphic Designer - Made all the graphic materials for the exhibition such as Posters, Pamphlets, Name cards.

Artist - Did a painting titled: Dark Adaptation / Did a small artist talk about my work on the opening night

Who/ When:

Five Parsons BFA students including me.

The exhibition went on between 2020/11/6-2020/11/14. The whole planning started in August.

How:

-Space - We were very lucky to have someone who was very willing to give us a gallery space @SpaceDaon.

-We organized this exhibition from the very start to the very end on our own, collaborating with each other through many virtual and in-person meetings.

Exhibition:

This exhibition is titled '20 Hills' comes from this old quiz game where you have to get the answer right before you use up all 20 questions.

Context About the Exhibition:

Since the year 2020 was very unprecedented with COVID 19, five of us who are in our 20s had to go through lots of questions about literally almost everything that was going on with our lives and about our future.

However, time was the biggest topic that came to our minds when we think about 2020. What is 2020 to us in individual?

How is it going? What is time for us? How do we look at our time?

From questioning all of these kinds of questions each of us came up with different concepts within the topic of time.

Design Director

Oct 2018 — Sep 2021

Give Orange

New York, United States

Give Orange (GIV.O) is a non-profit donation organization that aims to create social values by establishing an advanced donation culture.

With my design skills, I helped this organization to recruit and advertise events. Also as a design director, I lead my design team to design the posters in the correct way and provide information in each activity.

- Utilized design skills to recruit and advertise events for the organization, creating visually appealing posters and promotional materials to attract participants and raise awareness.

- Directed a design team in crafting informative and visually engaging posters for each activity, ensuring accurate representation of information and effective communication of the organization's mission and goals.

Student Volunteer

Oct 2014 — Apr 2018

Saddleback Church

California, United States

Volunteering at Saddleback Church for special needs kids, I truly hope to carry this onto my future. Looking at the volunteers, I see the compassion, caring, patience, and love from their eyes and actions. From the kids, I learn how to care for them and exhibit patience in understanding their actions. In charge of diaper duty, I deal with baby malfunctions that leave me drenched in something that belongs in the diaper. Yet, working with these babies, I absolutely love performing my work. Sometimes, I feel a sensation of nervousness, but when an older baby who needs diaper changing just stands up and pulls his own diapers down, I'm reminded of the hilarity of humanity. Here, I get to see the very best of people, inspiring me to continue my efforts there.

EDUCATION

Parsons School of Design - The New School

Aug 2018 — Jun 2024

Bachelor of Fine Arts - BFA in Communication Design

GPA: 3.5/4.0

Santa Margarita Catholic High School

Aug 2014 — May 2018

graduated

Activities and societies: National Art Honor Society- 3 years

Varsity arts - 3 years

Laguna Festival of arts - one art piece hung as a school representative

Imagination celebration - 3 times

Eagles for Justice club- 3years (human trafficking awareness club)

Saddleback church(taking care of special need kids) - 4 years

Yonsei University 연세대학교

Certificate, Winter Abroad at Yonsei

AI and Design

CERTIFICATIONS

Foundations of User Experience (UX) Design, Google	Jul 2024
Foundations of User Experience (UX) Design, Google	Jul 2024

SKILLS

Web Design · Interactive Media · Microsoft Office · 그래픽 디자인 · Event Planning · Figma (Software) · Social Media Advertising · Digital Marketing · Notion · Slack · Dropbox · Curating · Exhibition Planning · Exhibition Graphics · Art Exhibitions · Graphic Arts · Community Development · Community Engagement · Community Building · Problem Solving · Mentoring · Team Leadership · Design Team Coordination · Director level · Team Management · Leadership · Graphics · Design Assistance · Curatorial Projects · Branding & Identity · Adobe Creative Suite · Creative Work · Communication · organization · 협동작업 · 디자인 · 영어 · 리서치 · 고객센터서비스 · 한국어 · 팀스프릿 · 순수미술 · Teamwork · Adobe InDesign · Painting · Editing · Logo Design · Brand Identity · Typography · Layout · Print Production · UI/UX · Illustration · Packaging · Social Media Strategy · Content Creation · Campaign Management · Audience Engagement · E-Commerce · Short-Form Video Editing · Motion Graphics · Reels/TikTok Production · Adobe Premiere Pro · Adobe After Effects · Canva · CapCut · DaVinci Resolve