# SOLMEE (IRENE) JUNG

**Senior Brand & Graphic Designer**

## CONTACT


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## SKILLS

Brand Identity
Campaign Strategy
Art Direction
Graphic Design
Email Design
Presentation Design
Typeface Design
AI-Assisted Creative Workflow

## TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
FontLab Studio
Keynote & Google Slides

## LANGUAGES

English (IELTS Academic 8.5)
Korean

## PRESS

**Naver Design Press** | Oct 2017
Kookmin University exhibition

**Monthly Design** | Mar 2016
Gabia Font Project

**Computer Arts (CA)** | Dec 2015
Gabia Font Project

## INTERESTS

**Fervent traveler**
Traveled 20 countries to date

**Ballet**
Royal Academy of Dance
Grade 6 certificate

## PROFESSIONAL EXPERIENCE

**JustPark – Senior Graphic Designer**
London, UK | Mar 2024 – Present
Leads marketing campaign design output from brief to final delivery for a platform with over 13 million users in the UK, including Back to Work and Summer of Sound campaigns. Built the brand identity for the Spotlight webinar series.
Owns print and physical collateral: signage, pitch decks, leaflets, B2B conference booths, product one-pagers, and comms materials.

**QB Hospitality – Graphic Designer**
New York, US | Feb 2023 – Jul 2023
Led graphic design and brand identity for Katherine Cocktail Bar (winner of an OpenTable award), Angelina Bakery, Antoya Korean BBQ, and Anto Korean Steakhouse.
Created in-store signage, menus, flyers, website landing pages, and social media posts. Spearheaded interior and lifestyle photoshoots.

**Crosspoint New York – Graphic Designer**
New York, US | Jun 2021 – Feb 2023
Designed digital ads, emails, banners, and social media content for skincare brands including Whamisa, Schwanen Garten, and Xuyoni.
Led the concept and art direction for Whamisa product photography.
Whamisa email revenue and subscribers tripled.

**Kiss Products – Graphic Designer**
New York, US | Feb 2020 – Jan 2021
Managed social media content for Kiss Instagram account.
Planned and executed photoshoots for product photography.
Designed digital ads, product packaging, and store displays.

**Yanolja – Graphic Designer**
Seoul, Korea | May 2018 – Dec 2019
Designed identity for 'Heyy, Seogwipo' hotel for its 2018 launch; the hotel gained 3,000+ positive reviews within the first three months.
Created brand design guidelines including various branding assets.
Proposed and designed the new corporate typeface 'Yanolja Sans' for a platform with 10M+ app downloads.
Contributed as a graphic designer to the Yanolja 2020 Daily Calendar, which sold out in a day as a limited edition.

## ADDITIONAL PROJECTS

**Fashion Magazine LEDEBUT – Editorial Designer**
Seoul, Korea | Jan 2015 – Dec 2015
In charge of the editorial design for volumes 27 to 30.

**Gabia Font Project – Font Designer**
Seoul, Korea | Sep 2014 – Jul 2015
Designed a typeface 'Gabia Solmee' which was featured in a global Netflix series 'Itaewon Class' and various other Korean TV shows.

## EDUCATION

**Kookmin University – BFA, Visual Communication Design**
Seoul, Korea | Mar 2013 – Feb 2018
Relevant Courses: Graphic Design, Branding, Photography, Typography, Advertising Design, Motion Design