



EDUCATION

Parsons School of Design, BFA
Communication Design

SKILLS

Adobe Photoshop
Illustrator
AfterEffects
Indesign
Figma
Google Gemini
Adobe Firefly
ChatGPT

LANGUAGES

English
Korean

EXPERIENCE

Tarte Cosmetics

Digital Designer

New York 2026—present

- Design and deliver 500+ performance-driven digital banner assets annually in partnerships with the acquisition team, supporting high-impact promotions.
- Lead creative concepting and primary design execution for new product launch PDPs, ensuring visual storytelling accurately reflects product benefits and brand positioning across web and TikTok Shop experiences.
- Create email and MMS campaigns from concept to final execution to support product launches and promotional moments, ensuring cohesive visual storytelling across CRM touchpoints.
- Design site overlays and promotional UI elements for key sales events to drive engagement and conversion across e-commerce platforms.

Junior Digital Designer

New York 2023—2026

- Contributed to a six-month website redesign, supporting the visual transition to the Shopify platform and helping modernize site layout to improve user experience and UI.
- Supported the launch of Amazon as a new sales channel, assisting with creative assets during both soft and hard launch phases. Campaign performance generated \$4.5M in revenue on \$1.4M in spend, achieving a 3.12 ROAS during Prime Day.
- Partnered with the acquisition team to design and deliver 300+ performance-driven digital banner assets across paid media channels, contributing to \$3.4M in revenue during Friends & Family promotions and \$2.6M during Cyber Preview campaigns in 2025.
- Designed PDP creative for new product launches, including ST Blur Stick and Melt Mask. Bundle PDPs drove 65%-87% of total units sold, with ST Blur Stick bundle ranking #5 on TikTok Shop.
- Adapted quickly to expanded responsibilities across TikTok Shop, retail partners (Ulta, Sephora), and e-commerce channels following team changes, maintaining design support during a high-volume, fast-paced season.

WearLively, Graphic Design Intern

New York 2022—2023

- Develop and execute integrated marketing campaigns, including end-to-end content creation for email and SMS/text marketing initiatives.
- Collaborate cross-functionally with advertising, product development, and brand management teams to ensure consistent brand identity across all digital touchpoints.
- Design and produce high-quality visual assets for digital platforms and select print media, aligning with campaign objectives and performance goals.
- Create compelling visual content from concept to final delivery using Adobe Creative Suite, with a primary focus on Photoshop or digital design execution.