

Daeun Her

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SKILLS

Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe Illustrator, Figma, Canva, Notion, Adobe After Effects 2023, Keynote, Procreate, Sketch, Adobe Premiere Pro, TouchDesigner, Microsoft Word,

EDUCATION

Pratt Institute
MFA Interactive Arts - Digital Arts
GPA : 3.64/4.0
Aug 2020 - Dec 2022, New York, US

Chugye University For The Arts
BFA Korean Painting
GPA : 3.7/4.0
Mar 2015 - Feb 2020, Seoul, South Korea

PORTFOLIO

<https://www.daeunh.com>

EXPERIENCE

STUDIO PAV

CREATIVE DESIGNER

APR 2023 - PRESENT, NEW JERSEY

- Created Studio PAV's Marketing Campaign graphic designs for 14 Global Tours consisting of around 8 venues, each of which yield an approximate gross revenue of \$150,000.
- Lead Studio PAV's graphic design team to create branding that matches each group's tour theme for social media campaigns and marketing campaigns using Adobe Photoshop, Illustrator, and InDesign.
- Worked in a high-pressure environment with clients such as KBS(Korean Broadcasting Station) and Starship Entertainment to create graphic designs for their Marketing Campaign of US tours.
- Developed artist tour merchandise while connecting with the artist's agency, such as Starship, Jellyfish Entertainment, to implement feedback in the products.
- Communicated with the Marketing and Operations team to create all the images used within our Shopify website, ranging from ticket seat graphics to enhanced product images.
- Worked with print shops to create designs for snapshot event tickets, VIP badges, tour posters, and company business cards.

FRONTIDA RECORDS

GRAPHIC DESIGNER

SEPT 2022 - APR 2023, LOS ANGELES CA

- Created design wireframes and prototypes for Frontida's web page and public health campaigns using tools such as Notion, Photoshop, and Figma.
- Created final graphics and layouts for Frontida's newsletter and magazine using proper design fundamentals with Photoshop, Canva, and InDesign.
- Teamed with the marketing, social, and creative teams to design marketing visual assets mainly displayed through social media outlets such as Facebook and Twitter.
- Constructed new web page designs for Frontida's main website to improve website flow and user experience using Figma that would be implemented by developers.
- Contributed ideas for digital marketing campaigns to promote Frontida's mission and gain traction for project volunteering and fundraising.
- Collaborated with copywriters and marketing director to produce design related strategic deliverables for fundraisers and public health campaigns.

KIAF ART SEOUL 2018

GALLERIST ASSISTANT

SEP - OCT 2018, SEOUL, SOUTH KOREA

- Worked as an English/Korean translator amongst artists, collectors, consumers, and the gallery owner to facilitate smooth transactions between buyers and sellers of artistic products in the KIAF event.
- Introduced and explained pieces that matched the specific tastes of each consumer and facilitated a transaction of an artwork worth over \$15000.