

Emily Kwon

art director • designer

Contact

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Skills

Branding
Creative strategy
Art direction
Creative direction
Adobe Suite
Figma
Performance marketing
Illustration
Motion graphics
Video editing
Video production
Photography
Web design

Past Clients

PayPal
Honey
Monday Swimwear
Beach Bunny Swimwear
Pop and Suki
Jules Smith Jewelry
The Little Market
SheaMoisture
Nylon Magazine
Thrive Causemetics
Halo Top Ice Cream
Sugarfina
This Bar Saves Lives
Walgreens
Macy's

Profile

I'm a skilled designer and creative marketer with 9+ years of in-house and agency experience. I use my knowledge of brand and performance marketing to create compelling campaigns that produce business results. I love collaborating with others and making cute shit. I also enjoy Trader Joe's snacks and spoiling my mini dachshund.

Experience

Senior Performance Creative @ PayPal

Digital Designer • Performance Creative @ Honey

NOVEMBER 2019 - PRESENT

- Mastered performance marketing
- Created video and display ads from concept to launch
- Responsible for 20M+ ad views and 300,000+ app downloads
- Reduced CPA by 92% with a single ad
- Managed relationships with outside agency and freelancers
- Cultivated company culture by leading employee resource groups and culture committees

Senior Graphic Designer • Art Director @ YogaWorks

APRIL 2018 - SEPTEMBER 2019

- Developed and launched new brand guidelines
- Provided brand consistency across 60+ yoga studios nationwide
- Designed assets for email, paid media, organic social, web & app
- Designed large-scale signage and window clings for studios
- Planned and directed photo & video shoots – responsible for casting, shot lists, & storyboards
- Managed junior designers and production artists

Graphic Designer @ Hawke Media

NOVEMBER 2016 - APRIL 2018

- Designed marketing campaigns for 300+ clients
- Created assets for paid media, email, organic social, and web
- Utilized brand guidelines and best practices
- Managed 10+ clients at a time
- Partnered with media team to launch and optimize campaigns

Graphic Designer @ PureRed Integrated Marketing

JULY 2015 - OCTOBER 2016

- Wireframed and designed weekly circulars for clients
- Designed print collateral including catalogs, signage, coupon books, & specialty promotions
- Responsible for proofing copy and design before sending to production