

# YOUNG BEEN KI

## GRAPHIC DESIGNER

### ABOUT

As a Graphic Designer, I lead long-term marketing projects and manage variety of multimedia design elements for marketing campaigns, corporate events, and social media needs of Resonate. My strengths lie in corporate identity, infographics, eBook, client presentations, animation, and illustration.

### EDUCATION

#### COMMUNICATIONS DESIGN

Pratt Institute 2011 – 2015

### SKILLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

PREMIERE PRO

XD

CANVA

INVISION APP

POWERPOINT

EXCEL

### CONTACT



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### WORK EXPERIENCE

#### MARKETING DESIGNER

Resonate | Reston, VA | December 2018 – Present

- Led art design and production of all company publications, campaigns, advertising and branded materials including digital ads, social media banners, animated videos, infographics, and reports.
- Developed creative design and execution of visual communications that convey and represent Resonate's marketing objectives to the consumer and ensured that our creative is leading edge.
- Designed email and web pages that support the organization's strategies, goals, and online presence utilizing established design standards.
- Created and utilized original graphics, icons, style guides, and visual standards and provided design standards, tools, and guidance on communicating corporate image and identity.

#### MULTIMEDIA DESIGNER

Connect for Education / C4EIS | Herndon, VA | March 2017 – December 2018

- Designed creative course layouts, mockups, icons, banners, and websites for higher education, government agencies, and large organizations.
- Created computer-generated graphics and animation: Designed complex graphics and animation, using independent judgment, creativity, and computer equipment.
- Coordinated logistics for productions and events: Participated in design and production of multimedia campaigns.
- Created, improved and used wireframes, prototypes, style guides, user flows. Then, effectively communicated my interaction ideas using any of these methods.
- Designed college module interface, such as graphics for the contents, characters for animation, and infographics.

#### MULTIMEDIA DESIGNER

Remedy Health Media | Arlington, VA | October 2016 – March 2017

- Produced a variety of multimedia design elements for editorial, marketing, and social media needs of Remedy Health Media.
- Created visual graphics, infographics, photography, animations, videos, story promos, and illustration for multimedia projects.
- Served as a liaison between the multimedia, editorial, and marketing team, overseeing multimedia resources, concepts, and schedules for editorial projects.

#### GRAPHIC DESIGNER

Guidance Residential | Reston, VA | September 2015 – October 2016

- Assisted in long-term marketing plans, including advertising, promotions, and collateral, to reach desired market segments.
- Managed graphic design work for the clients' overall internal and external marketing and communication efforts including collaterals, prints and digital advertisements, websites, emails, conventions, and signage for offices.
- Acted as a liaison with printing vendors in area by placing orders, proofing, delivering and maintaining inventory of company marketing materials.