

# SEONG KWAK



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## DESIGN & DEVELOP FOR ALL SITUATIONS

A dedicated professional with creativity and the ability to multi-task is among the most valuable assets as a designer. With over 20 years of experience, a master of time management and flexibility toward meeting every deadline by the ability to handle multiple projects by juggling with creation and management. A goal to create better designs for everyday lifestyle to be more desirable and functional.

## SKILLS

Branding  
Graphic Design – Print / Social Media / E-mail  
Trade Show and Exhibition Design  
Package Design  
Retail Marketing  
Management & Merchandise

Product Development  
Project Management –  
Basecamp / Social Assurance  
Web Design  
Web Content Management  
CMS – OpenText / Shopify / Fiserv

Adobe CC  
MS Office  
PowerPoint Templates  
Video Editing  
Adobe XD / Figma  
ERP – Brightpearl

## EXPERIENCE

**HomeTrust Bank** - Duluth, GA  
(Previously Quantum National Bank)  
**Graphic Design & Marketing Manager**  
11/2021 – 3/2023

**Banking** – Manage marketing for lenders and retail management.

- Branding the bank to communicate better to customers with new graphics, photography, and content.
- Social media and email marketing with Constant Contact to support in-house and lenders to B2C.
- Project manage with Social Assurance for workflow and collaboration.
- Digital and print graphics for brochure, promotional items, and signage for community events.
- Create all graphics and iconography for website CMS and mobile card manager app via Fiserv platform.
- Coordinate and collaborate marketing initiatives with vendors and customers.

Expanded the visualization of branding to the bank world and lead all projects to be the best among community banking in Georgia.

**Bison Production Company** - Alpharetta, GA  
**Product Development Manager**  
3/2020 – 4/2021

**Safe Handling Products** – Lead India team with product specs and managing the follow-up and schedule of global suppliers to ensure the products are on time for marketplaces.

- Product planning and execution to work seamlessly with e-commerce and logistics team.
- Design package to go into production following all correspondence to 5 Brands with its products.
- Tracking to ensure Bison products is as expected with suppliers from China, Taiwan and India.
- Oversee products is in standards with e-commerce and retailer platforms for B2B and B2C.
- Take charge over photography, video, design and content on homemade lifestyle products for [popularlifehome.com](http://popularlifehome.com) Shopify website.
- Check quality control and quality assurance for all pre-production samples to ensure all products are up to top standards.

Challenged and able to efficiently ship products into the USA during COVID-19 pandemic which proved that anything is possible with determination.

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**Larson-Juhl** - Norcross, GA

**Contract Designer**

4/2018 – 3/2020

**Custom Picture Framing** – Create branding standards with graphics and mock-ups for website and print.

- Created new corporate identity to integrate branding guideline standards for the global teams.
- Refreshed the old look to have a modern style for the marketplace materials and PPT template.
- Supported the IT team with [Web Style Guide](#) prototype to launch new website for both brand and shop online.
- Collaborated with the sales and marketing team with trade shows, events, infographics, and social network postings to further strengthen the company's new branding.

Rewarding as a designer to know the satisfaction it brings to customers serving for both brick & mortar and digital technology collaborating with product managers and sales development.

**Hansgrohe, Inc.** - Alpharetta, GA

**Web Content Specialist and Analytics**

8/2014 – 12/2017

**Faucet Industry** – Upkeep company's website in OpenText - Content Management System and maintain best practices to optimize for Google Search. Designed content for social networks and email marketing.

- Liaison to Germany and US Products.
- Partnered with the Product Management and Sales Reps for B2C and B2B working as a unified team aligning the messaging to the customers.
- Ability to task CMS, SEO, and App design ensuring a better user interface and experience on the web.
- Proposed new look to the strict brand guidelines of corporate branding and challenged imagery and typography with the standard print, booth displays, package design and social media graphics. This imposed a more freestyle look and feel for North America.

Align German brand to US products with visuals and content across all projects to accommodate better for US marketplaces.

**Fiore Boutique** - Atlanta, GA and Charlotte, NC

**Business Owner for Madein Inc., LLC**

6/2013 – 7/2014

**Boutique Shop** – Managed marketing and oversaw employees and merchandising for Fiore Boutique stores in Phipps Plaza Atlanta, GA and SouthPark Mall at Charlotte, NC.

- Supported the team with merchandising and display in both Atlanta and Charlotte boutique stores.
- Ran the retail store daily to manage the counter and back end of running it smoothly.
- Managed the stores with 11 employees which increased the sales during holiday seasons with storefront posters and signages.

Owning and running a retail business to success is the achievement I proved to be a great leader and mentor to the people I work with.

**World Financial Group, Inc.** - Johns Creek, GA

**Senior Designer** - 2/2008 – 11/2013

**Graphic Designer** - 7/1999 – 2/2008

**Financial Services Marketing** – Designed for the corporate business with all print collaterals and infographics.

- Created a new logo which enhanced the credibility of the company by standardizing the branding for the agents.
- Designed display for convention staging and created logos for print and specialty items.
- Oversaw the layout for web design and format for the developer.
- Managed the finished production to release for press.

Started out as a graphic designer to a senior position leading projects with new branding that provided agents a vision to confidently sell financial products with credibility.

**Fletcher Martin Associates** - Atlanta, GA

**Studio Designer**

12/1997 – 6/1999

**Advertising Agency** – A good establishment is made with a well-known fast food restaurant group, Arby's / Mrs. Winners / Lee's through my conceptualization in Point of Purchase (POP) elements and billboards.

- Coordinate food photo shoots.
- Designing to visualize a big outdoor signage was a great help early on as a graphic artist.
- Clients included Apparel / AmericasMart, and Georgia State University.

## EDUCATION

**Savannah College of Art and Design**

SCAD in Atlanta, GA

Bachelor of Fine Arts (BFA)

Graphic Design Major