

SEONG KWAK

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DESIGN & DEVELOP FOR ALL SITUATIONS

A dedicated professional with creativity and the ability to multi-task are 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. Striving 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
Web Content Management
Web Design
CMS - OpenText / Shopify / Fiserv

Adobe CC
MS Office
PowerPoint Templates
Video
Adobe XD

EXPERIENCE

Quantum National Bank - Duluth, GA
Merge with HomeTrust Bank

11.2021 - Present

Graphic Design Marketing Manager

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 work flow and collaboration.
- Digital and print graphics - i.e. brochure, promotional items, and signage for community events.
- Create all graphics and iconography for website CMS and mobile card manager app via fiserv.
- Coordinate and collaborate marketing needs with vendors and customers.
- Bring on the importance of visualization of branding to the bank world and leading all projects to be the best among community banking in Georgia.

Bison Production Company - Alpharetta, GA
3.2020 - 4.2021

Product Development Manager

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 market places.

- Product planning and execution to work seamlessly with e-commerce and logistics team.
- Design package to go into production following all of corresponding 5 Brands with its products.
- Tracking to ensure Bison products are on schedule with suppliers from China, Taiwan and India.
- Oversee products are 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 Popular Life Home Shopify website.
- Check quality control and quality assurance for all pre-production samples to ensure all products are up to top standards.

Larson-Juhl - Norcross, GA

4.2018 - 3.2020

Contract Designer

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 design 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.

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EXPERIENCE

Hansgrohe, Inc. - Alpharetta, GA **8.2014 - 12.2017**

Web Content Specialist and Analytics

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.

Fiore Boutique - Atlanta, GA and Charlotte, NC **6.2013 - 7.2014**

Owner for Madein Inc., LLC

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 on a daily basis to manage the counter and back end of running it smoothly.
- Managed the stores with 11 teams which increased the sales during holiday seasons with storefront posters and signages.

World Financial Group, Inc. - Johns Creek, GA **7.1999 - 11.2013**

Senior Designer

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. The agents were able to have the confidence to sell financial services with ideas that were conceptualized throughout all contents.
- Oversaw the layout for web design and format for the developer.
- Managed the finished production to release for press.

Fletcher Martin Associates - Atlanta, GA **12.1997 – 6.1999**

Studio Designer

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
Atlanta, GA
Bachelor of Fine Arts (BFA)