

# SEONG KWAK

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## EXPERIENCE

### **Madein Inc.**

6.2013 – Present  
Owner, LLC

Take care of all design marketing from sale promotion to merchandising products for Fiore Boutique stores in Phipps Plaza Atlanta, GA and Northlake Mall in Charlotte, NC. With knowledge and experience in the design field, I was able to make a good quick intuitive decisions for displaying the store to increase the sales during the busy holiday seasons.

### **World Financial Group, Inc (WFG)**

7.1999 – 11.2013

In-house design for financial services marketing company.

The company now has a credibility behind its name with their new logo and branding that I had taken on the conceptualization from start to finish.

Concept and layout variety of print collaterals (i.e. brochures, slim-jims, flyers, pamphlets, posters, banners and signage). Designed display for convention staging and create logos for print and specialty items. Layout for web design and format for the developer. Oversee the finished production to release for press. Coordinate portrait photography.

### **Fletcher Martin Associates (FMA)**

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 signage was a great help early on as a graphic artist.

Clients included Apparel/AmericasMart, and Georgia State University.

### **iMotion Productions**

3.2003 – 7.2003

Freelanced for the owner/writer

The client/author was able to publish a book through my design of the whole book. It was my first attempt at book design and was accomplished.

Working relations with unexpected time constraints was an experience and a good lesson.

## CAREER SUMMARY

My creativity and ability to multi-task are among my most valuable assets as a designer. With over 10 years of experience, I have mastered the skill of time management and flexibility toward meeting every deadline by my ability to handle multiple projects from sketching out ideas for logos and sending out a sales brochure to go to press, while I am conceptualizing layouts for photos and banners for stage display.

Now, I am looking for greater challenges to further my passion for graphic design while combining my interests in textile design and exhibition display.



### **Atlanta College of Art (ACA) – Now SCAD**

6.1997 - 8.1997

Coordinator

Assisted a group of designers from Samsung Arts and Design Institute (SADI), helping Korean students who were interested in pursuing art and design in the United States adapt to life in the country.

## EDUCATION

### **Atlanta College of Art (ACA)**

8.1992 – 5.1997

Bachelor of Fine Arts – BFA

## SKILLS

Produce images for video, web and social media  
Production ready for print  
Supervise designers  
Manage teams  
Retail marketing and merchandise

Mac and PC  
Adobe Creative Suite  
QuarkXPress  
MS Office  
Web Design

## ORGANIZATION | MEMBER

### **American Center for Design**

9.1995 - 5.1997

Secretary

### **Korean Society Organization**

University of Georgia (UGA)

7.1992 - 8.1993