

JOHN KWAK'S RESUME

INFO

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SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign
Adobe XD
Adobe Lightroom
Adobe Bridge
Team Management
Project Management
Adobe Acrobat
Sketch
Microsoft Word
Microsoft Excel
Adobe Acrobat Pro
MAC and PC interface
Basic HTML and CSS
Traditional & Digital Illustration
UI/UX
3D / Blender

EDUCATION

The Art Institute of Los Angeles—
North Hollywood
Graphic & Web Design Bachelors of Science
August 2014 - January 2018

AWARDS

First place 2018
FOREVER 21 Accessory lookbook design

EXPERIENCES

AbbVie : Art Director : Irvine, C.A. (Dec. 2022 - 2023)

- Collaborated with cross-functional teams to develop cohesive branding strategies, resulting in a consistent visual identity across all social media platforms for multiple brands
- Worked with clients such as BOTOX, SkinMedica, SkinVive, Allergan Medical Institute, Allergan Aesthetics, DURYSTA, JUVEDERM and CoolSculpting
- Manage feedback while communicating across teams to effectively represent the vision of the brand
- Managed multiple projects in conjunction with each other, while meeting tight deadlines and keeping brand standards
- Collaborated with cross-functional teams, including copywriters, creative directors, and other Art Directors, to develop innovative concepts for marketing campaigns that resulted in a 20% increase in brand engagement.
- Providing feedback and edits to copy writers and animators
- Directly involved with helping to create SOP's for Instagram posting to make processes smoother and more effective

Advanced Nutrients : Lead Designer : Los Angeles, C.A. (Oct. 2018 - 2022)

- Direct projects based on creative briefs, managed team of designers to ensure high quality work and timely delivery
- Key player in ideation phase of campaigns, hands-on projects
- Collaborate with copy writers, project managers and other departments to maintain / execute the content of campaign
- Art directed multiple brands, using strong knowledge of typography and color theory to maintain consistent and cohesive brand messaging
- Oversee production of final designs, communicating necessary changes
- Implemented more efficient procedures / SOP's for company design processes
- Design packaging and labels for products, directing start to finish
- Art direct brands such as podcasts and products which include the creation of the logo, style guide, website and overall brand image

Eclipse Advertising : Jr. Art Director : Los Angeles, C.A. (March 2018 - June 2018)

- Created new concepts for films and television shows, involving key art designs from sketching and compositing
- Worked on high-level projects for clients such as Marvel Netflix Sony, FX and FXX
- Work closely with accounts executives and creative director to generate OOH advertising for Sony's, "Venom", "Avengers", "The Incredibles 2", "Ant-Man and the Wasp", and season 5 of "You're the Worst."
- Composited concepts and storyboards based on client's needs
- Collaborated with creative director and 3D artists for an interactive design based on "Ant-Man and the Wasp" in which products were showcased and provided an experiential environment
- Reviewed layouts and comps, making improvements as needed from the team

Insight Creative Group, In. : Graphic Designer : Los Angeles, C.A. (Jan. 2018 - April 2018)

- Collaborated with a team of designers to execute print and digital concepts such as packaging, branding and layout designs.
- Worked with clients such as Disney, Fox, and NBC Universal
- Communicated with team to create and execute concepts for client's needs on specific deadlines

Icon Sports Group, Inc. : Graphic Designer : Los Angeles, C.A. (Aug. 2017 - Nov. 2017)

- Designed concepts and sample layouts for product designs
- Created sports apparel and products for clients such as 2018 FIFA World Cup
- Review, design and edited tech-packs, soccer ball concepts and soccer jerseys