

Rae Woo, Koh

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Objective

A creative and experienced senior creative designer is seeking a dynamic role to leverage various industry experiences and skills to create impactful designs. Eager to contribute creativity and expertise to make a meaningful difference in a fast-paced and challenging environment.

Experience

Senior graphic designer

- Newzoo - Amsterdam, Netherlands February 2021 - March 2024
Digital marketing / Social media design / Editorial design / Branding / Web design
 - Guided design projects from conception to implementation.
 - Ensured designs were aligned with brand objectives.
 - Engaging an audience across social media platforms.
 - Experience designing both internal and external products.

Graphic designer

- Newzoo - Amsterdam, Netherlands December 2018 - January 2021
Social media design / Editorial design / Branding / Event booth design
 - Worked on digital marketing, social media design, editorial design and branding.
 - Collaborated with a wide variety of teams to produce visually compelling assets.

Freelance designer

- Freelance Designer - Seoul, South Korea September 2017 - December 2018
- Freelance Designer - Seoul, South Korea January 2010 - March 2012
Package design / Branding / Advertisement design / Editorial design / Typography
 - Extensive experience as a freelance designer , collaborating with esteemed Korean companies such as KIA Motors, VONO (a prominent Japanese food company), and Neople (renowned gaming company), among others.
 - Negotiated with clients, understanding and meeting their specific needs and requirements, all while adhering to tight deadlines.
 - Delivered comprehensive proposals that encapsulated the essence of the projects and ensured client satisfaction.

Web designer

- Dream Trade - Cheonan, South Korea April 2009 - August 2009
Web Design / Photograph / Package design
 - Worked as the web designer and photographer for a shopping mall's website.
 - Developed and optimized pages to enhance the customer buying experience.
 - Improved website function resulting in a more satisfying purchasing process for customers.

Graphic Designer

- Design Commu - Cheonan, South Korea August 2009 - December 2009
 - Moonad Design - Seoul, South Korea April 2008 - April 2009
- Package design / Branding / Ad design (Print) / Editorial design / Typography design
- Designed visual communications
 - In charge of dealing and negotiating with clients
 - Collaborated closely with diverse stakeholders to implement market strategy and achieve company goals.

Education

- Hankyong National University, Ansung, South Korea March 2003 - February 2008
- Visual communication design (BA)

Skills

Language

- | | |
|-----------|---------------|
| • Korean | Mother Tongue |
| • English | Fluent |
| • Dutch | A2 |

Computer program

- | | |
|---------------------|------------|
| • Adobe Illustrator | Proficient |
| • Adobe Photoshop | Proficient |
| • Adobe InDesign | Proficient |
| • Adobe XD | Proficient |
| • Figma | Proficient |
| • Microsoft Office | Proficient |

Certificates

- Professional Certificate in UI Design)
UX Design Institute
- Professional Diploma in UX Design
UX Design Institute
- Colorists Articles License (Master)
Human Resources Development Service of Korea
- Computer Graphics Operation Technician License
Human Resources Development Service of Korea
- Driver's license
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Volunteer

- Ssangyong Welfare Cultural Centre, Cheonan, South Korea
February 2012 - July 2014
Visiting and delivering free meals for elderly people living alone
- State of Fashion, Arnhem, Netherlands
June 2018 - July 2018