

EMPLOYMENT

Global Catalog & Toolkits Coordinator/Art Director

Wilson Sporting Goods Co., Chicago, IL. | Jan 2018–Present

- Lead and own the catalog with various stakeholders and provide strategic guidance/art direction
- Work closely with the designers, product managers and marketing directors to deliver creative solutions
- Coordinates with account and project management staff to define project scope, schedules and specifications for digital work and define design perimeters of project to ensure quality and proper execution
- Manage racquet sports marketing toolkits and create interactive asset library booklet for global distribution
- Manage marketing assets on DAM through Adobe Experience Manager
- Improve DAM UX/UI DAM for the users

Global Indoor Racquet Sports Art Director

Wilson Sporting Goods Co., Chicago, IL. | May 2016 – Jan 2018

- Elevate Indoor Racquet Sports aesthetic through design
- Manage workflow and streamline design process to work more efficiently
- Supervise and help cross-train other designers as needed to assist them in learning Wilson approaches to catalog design and package design

Global Team Sports Art Director

Wilson Sporting Goods Co., Chicago, IL. | Oct. 2015–May 2016

- Manage Project, Business Director, Marketing, Sales, internal and outside designers, prepress, digital application and print vendors to gather information for all printed layouts and design concepts
- Review and manage all design with key contacts in the Creative Group and BU's as needed to ensure work is on-brand strategy and quality solutions meet the criteria asked for by Marketing and Sales

Global Team Sports Senior Graphic Designer

Wilson Sporting Goods Co., Chicago, IL. | Aug 2010–Oct. 2015

- Art direct and manage photo shoots to deliver creative design solutions
- Coordinate with production staff, designers, photographer, copywriters and vendors to ensure quality design and proper execution of the project
- Explore different print techniques and materials
- Create communication tools, filing and organization system for designers, clients and production staff to streamline the design process

Global Team Sports Graphic Designer

Wilson Sporting Goods Co., Chicago, IL. | May 2008–July 2010

- Perform a variety of design tasks from start to final production for the team sports
- Create marketing materials for business unit: print and online advertisements, sell sheets, brochures, catalogs, banners, presentations, and trade event shows
- Design graphics for products, logos, packaging and point-of-purchase
- Produce high quality design work while meeting strict deadlines

Art Director

Norton Rubble & Mertz Advertising, Oakbrook Terrace, IL. | July 2006–May 2008

- Conceptualize and design print materials: direct mails, logos, brochures, newsletters, postcards, inserts, banners, billboards, signage, catalogs, magazine ads, customize promotional materials
- Work closely with vendors to ensure quality output and to meet deadlines
- Logos, business cards, letterheads, fliers, direct mail pieces and promotional printed materials

SKILLS

Design

- InDesign
- Photoshop
- Illustrator
- Acrobat Professional
- Bridge
- Lightroom
- Premiere Pro
- After Effect

Web

- Adobe Experience Manager
- CSS
- HTML

Microsoft Office

- Word
- Excel
- PowerPoint
- Outlook

EDUCATION

Bachelor of Fine Arts in Graphic Design

University of Illinois at
Urbana-Champaign, IL.
Graduated May 2006

FOREIGN LANGUAGES

Is fluent in Korean