JOON MYUNG PARK

1275 15th St. Suite#5F, Fort Lee, NJ 07024
Phone 917-676-5158   joon@joonmp.com

www.joonmp.com

U X / W E B / G R A P H I C   D E S I G N E R

P R O F I L E

Results oriented visual communications professional in digital art and design.
Adept at partnering to exceed business objectives supported by strategic media projects. Known for keen sense of detail and ability to incorporate client needs from concept to project completion.

**S K I L L S &
E X P E R T I S E**

UX/UI design, website design, design management and development, building strategic plan to fill the needs of clients and potential targets.

Photoshop . Illustrator . After Effects . Premiere Pro . Adobe XD . Dreamweaver . Animation .
HTML . CSS . JavaScript . PHP . CMS (WordPress/BigCommerce/Magento) . HubSpot .
Ecommerce Web . Responsive Web . Graphic Design . Corporate Identity Design . Editorial . Indesign .
Prepress . Digital Print . Motion Graphic .

**P R O F E S S I O N A L
E X P E R I E N C E**
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HANWHA TECHWIN AMERICA – Teaneck, NJ
2018 - Current
A leading manufacturer in the security industry producing high-quality video surveillance products. It is part of the Hanwha Group, a Fortune 500 company and one of South Korea's largest conglomerates.

Web Designer | UX Designer | Graphic Designer | Front End Web Developer
To support the marketing and sales of Hanwha Techwin America's digital media and print materials in line with Hanwha's design identity and strategic plan.

• Successfully migrated hanwhasecurity.com with over 1,000 products to a new platform
  - Added US vertical market pages to provide targeted insight and specialized services
  - Provided an interface for uploading and managing downloadable files in multiple versions of brochures, specifications, firmware etc.
  - Created blog design templates to produce consistent and easy maintenance of press releases, news, newsletters and blog design
• Led Hanwhapartner.com responsive design and creating user interface for complex process of 'Create a project registration', 'Create estimate request', searching projects etc. for sales managers
• Developed wavevms.com responsive design for the appliances of video management software WaveVMS adding editable machine translation feature to save manual translation time and cost for Hanwha Latin America
• Integrated the website with CRM platform HubSpot to manage and enroll viewers to HubSpot contact lists for digital marketing
• Developed monthly pricelists, newsletters and landing pages using HubSpot's marketing tool
• Supported Hanwha Techwin knowledge base Zendesk platform in coding and design
• Supported trade show and advertising graphics

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PROFESSIONAL EXPERIENCE

INTERCREATIVE SOURCE INC – Fort Lee, NJ

2011 - Current

Interactive media and graphic design agency established in 2011 focusing strategic concept ensuring marketing goal of clients.

Web & Graphic Designer | Web Consultant | Project Manager

Various types of design materials and consulting for clients

SELINI NEW YORK – Wayne, NJ

2016 ~ 2016

Selini New York is a business-to-business wholesale and eCommerce company for fashion accessories.

Web Designer | BigCommerce Front End Developer
 • Developed online fashion accessory retail store www.Boxed-Gifts.com based
 • Designed & Developed based on BigCommerce Platform

TRISTAR PRODUCTS INC – Fairfield, NJ

2010 - 2015

Tristar Products, Inc. is the recognized pioneer of taking innovative ideas and turning them into branded products world wide. Internationally respected as infomercial market leader.

Web Designer | Web Front-End Developer

Strategic design plan for products' identity and website with various digital marketing pieces.
 • Developed web and interactive media design and front-end coding to promote the company's
   products with their brands in strategic television, print and the Internet advertising

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INNOVATION ADS – New York, NY

2007 - 2009

Innovation Ads primarily services the world's most strategic universities to connect with new students.

Web/Graphic Designer

Designed and maintained the Innovation Ads website and various print marketing collateral pieces working with marketing department bringing brand consistency and creativity.
 • Developed corporate identity through a suite of projects including the company website
 • Authored original digital and print media

EDUCATION

PRATT INSTITUTE, Brooklyn, NY
 - MFA, Digital Arts

KYUNG WON UNIVERSITY, Gyeonggido, Korea
 - BA, Visual Communication Design