



# HANJOO KWAK

Designer

Los Angeles, CA

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## SKILLS

### Competency

UX/UI Design  
Visual Design  
UX Writing  
Branding  
Content Creation  
3D modeling  
Architecture

### Software

Figma  
Sketch  
Invision  
Anima 3.0  
Principle  
Illustrator  
InDesign  
Lightroom  
Photoshop  
Premiere Pro  
Maya  
Autocad  
Rhino  
Unity  
Unreal Engine

### Languages

Korean  
Spanish

## ABOUT

A Freelance UX Designer based in LA. Experienced Freelance Photographer with a demonstrated history of working in the photography industry. Skilled in Game Design, Photography, Adobe Creative Suite, Rhino 3D, and Maya. Strong arts and design professional with a focus in Architecture at Syracuse University.

## EXPERIENCES

### **KeyBank** / Product Designer

Remote / 2022-2023

Designed the MVP for API portal for developers to integrate KeyBank interface. Developed design system used across the product. Collaborate with the developers, tech writers, product owners, designers, and copywriters to produce designs and processes used across the team. Practice and manage an agile work field. Branded and developed assets used in social media and website.

### **OdysseyApp** / UX Designer & Brand Specialist

Los Angeles, CA / 2021 - 2022

Created a digital platform for social platform for users to create, discover, or join communities for any topic. Developed the branding through design systems, copy writing and brand identity and applied them to assets and content (pitch decks, social media content, product, and website) Researched and applied current design trends.

### **Falcon Brands** / Designer

Irvine, CA / 2021

Curate for numerous brands and products. Use multimedia design to create product packaging, digital content, apparel, and website. Researched and applied current design trends. Helped with the management of finance and products.

### **Parapet** / UX Designer & Creative Director

Remote / 2020 - 2021

Worked with a small startup team in creating a dashboard application for self-managed co-op spaces. Lead the branding and development and created logos, style guides, and visual assets with up to date design trends.

### **Kensho Health** / UX Designer

Los Angeles, CA / 2020

Designed a desktop and mobile platform that guides and promotes holistic health through experts and specialists. Created marketing assets for advertising and investors.

## PROJECTS

### **Falcon Brand Halloween Branding**

One Week

Created content and assets to be used by the company during the Halloween season that helped push products and merchandise. Research and applied current pop culture and social media trends, attracting the target audience and consumer.

### **Hammer (Made in LA) AR Mobile App Design**

Two Week Sprint

Created an interactive mobile AR experience for users to view art through a new lens at locations all over LA and build awareness and excitement around Made in LA 2020 exhibit.

## EDUCATION

### **General Assembly** / UXDI Bootcamp

Los Angeles, CA / Dec 2019 - March 2020

### **Syracuse University** / School of Architecture

Syracuse, NY / Aug 2015 - May 2019