

IRENE HWANG

Collaborative graphic designer based in NYC, considering a balance between creative and analytical qualities with experiences in marketing, print, digital, editorial, and identity design.

EDUCATION

Parsons the New School for Design

New York, NY Class of 2016
BFA, Communication Design

Interested in branding through experiences and interactions focusing on multisensory identity of space for thesis.

University of the Arts London London College of Communication

London, UK Spring 2014

Study Abroad, Graphic and Media Design

Collaborated with creative team to promote online privacy campaign exhibited and executed as Top 10 successful projects.

Rabun Gap Nacoochee School

Rabun Gap, GA Class of 2011

President of National Art Honor Society, winning awards from The Alliance for Young Artists and Writers and Southern Teachers Agency Art Contest.

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betterwork@irenehwang.com

DESIGN EXPERIENCE

MAC Cosmetics, The Estée Lauder Companies Inc.

New York, NY March 2017—present

Digital Designer /

New Online Media

Create content/imagery and brand voice from design execution through to social media channels; Gifs, Snapchat Geofilters, Snapchat Stories, Facebook crops, Instagram stories, Tumblr posts backstage video tutorials and makeup artistry representation for Fashion Weeks.

Translation Advertising Agency

New York, NY Feb 2017

Freelance Graphic Designer

Created illustrations and graphics for Google Play Music social media.

Tom Ford Beauty, The Estée Lauder Companies Inc.

New York, NY Oct 2016—Feb 2017

Freelance Digital Graphic Designer /

North America Marketing

Created digital advertising and marketing materials: video editing, digital banners and emails, look books, interface design for E-commerce boutique and UX/UI for a promotional app, etc.

Why Not Smile

New York, NY Jun 2016—Sep 2016

Freelance Graphic Designer

Worked with creative director from conceptual process to final execution of creative ideas across branding, photography, digital and production for clients: Dr. Jart, Too Cool for School, Papergram, etc.

Chandelier Creative

New York, NY Mar 2016—July 2016

Freelancer / Design Intern

Worked with directors to assist a variety of agency projects and preparation for client presentations: Bloomingdale's, Old Navy, Aloha, Adam Selman, etc.

OTHER EXPERIENCE

Bollare Communication [PR Agency]

New York, NY Jan 2013—May 2013

Marketing Intern / Beauty Department

Developed strategies and supported brands such as NCLA, Yon-ka Paris, ghd and etc. through a process of strategic messaging that includes: media outreach, product placement and pitching stories.

Interpreter

New York, Seoul, Yeosu 2011—2012

Facilitated effective communication between parties without a common language by converting English to Korean or/and Korean to English.

—KOTRA, Textile & Fashion Trade Show

—Expo 2012 Yeosu Korea

—Seoul International Book Fair

RECOGNITION

Conscientious Communicators Exhibition

London, UK Feb 2014

Hide and Seek Campaign.

Dean's List

New York, NY Fall 2011 & Spring 2012

Parsons The New School for Design

Dean's Scholarship

New York, NY Fall 2011—Spring 2016

Parsons The New School for Design

SKILLS

Mac and PC platforms.

Adobe CC Suites: Photoshop, Illustrator,

InDesign, After Effects, Premiere Pro.

Microsoft Office, Photography, Processing,

HTML, CSS, Sketch, JavaScript.

Fluent in Korean and English.