



WOOJUNG HWANG

GRAPHIC DESIGNER

San Jose, CA
wjhwang95@gmail.com
[LinkedIn](#) | [Portfolio](#)

EDUCATION

**University of
Wisconsin–Madison (2015)**

Master of Arts in
Art Education (MA)

Kyung Hee University (2011)
Bachelor of Arts in Fine Arts (BA),
Seoul, Korea

SKILLS

Design: Branding, Layout
Design, Typography, Color
Theory, Print & Digital Media,
Style Guides, Design Systems,
UX/UI, Wireframing,
Prototyping, Email Marketing,
Interactive & Animated Assets.

Tools: Photoshop, Illustrator,
InDesign, Adobe XD, Figma,
Premiere Pro, After Effects,
Webflow, Zeplin, Miro, Acrobat,
MS Office Suite, Asana, Jira.

AWARDS

Hermes Award Winner:
WIC Mom Strong Campaign

Marcom Awards Winner:
Wisconsin WIC National
Breastfeeding Month
Awareness Campaign

Marcom Awards Winner:
NWA National Enrollment
Week Campaign

PROJECTS

[WIC](#) | Graphic Designer

- Designed static and video ads for social media and paid campaigns using WIC's branding.
- Tools:** *Illustrator, InDesign, Photoshop, After Effects, Premiere Pro.*

[EBSA](#) | Graphic Designer

- Developed brand guidelines and key assets for rebranding. Designed graphics for web, print, social, and video.
- Tools:** *Illustrator, InDesign, Photoshop, XD, After Effects, Premiere Pro.*

[ARTNKIDS](#) | Visual and UX/UI Designer

- Developed a web and app service for virtual art classes with activity kits, featuring a chatbot and community engagement options.
- Tools:** *Figma, Miro, Photoshop, Illustrator.*

[PRV Graphic Assets](#) | Graphic Designer

- Created three creative concepts for the Thrive & Shine campaign, promoting healthy lifestyles and inclusivity. Designed adaptable social media posts and event flyers aligned with Risk Less, Do More branding.
- Tools:** *Illustrator, InDesign, Photoshop.*

[USDA FNS SUN Program Toolkits](#) | Graphic Designer

- Designed print and digital toolkit materials for SUN Programs, ensuring brand alignment and accessibility. Created layouts for window clings, posters, flyers, and rack cards.
- Tools:** *Illustrator, InDesign, Photoshop, PowerPoint.*

WORK EXPERIENCE

Graphic and UX/UI Designer | CMRignite | Milwaukee, WI | 2021 – 2025

Developed creative advertising content for various media, including flyers, posters, stickers, email, social media, digital out-of-home, and paid media.

- Conceptualized logo design, GIF animation, and illustration.
- Performed video and sound editing for diverse ads while ensuring high-quality media productions.
- Collaborated with a team of designers to offer improvements and direction on others' projects.
- Created wireframes and style guides for developing websites.

Graphic Designer | D&T Sign | San Jose, CA | 2021

- Conceptualized advertising content for Bay Area companies' signage, print, campaigns, menus, and packaging, working closely with clients to create custom ads.
- Communicated closely with clients to create customized advertisements.

UX/UI Designer | Seedstages | Claremont, CA | 2020

- Developed a responsive website and iOS/Android app with interactive search navigation using Figma.
- Conducted UX research and created user flow, branding, wireframes, and prototypes.

Graphic Designer | Loopkin | Seoul, South Korea | 2019

- Employed Design Thinking Process to provide 32 illustrations for children's math books targeting Pre-K to 3rd grade.
- Produced design concepts to promote critical thinking and problem-solving skills.