



WOOJUNG HWANG

GRAPHIC DESIGNER

San Jose, CA
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[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.