

# VERONICA KWON

Senior designer (7+ yrs) translating strategy into concept, key visuals, and scalable identity systems. Strong in typography and component libraries; lead photo/video art direction and multi-channel toolkits across web, mobile, email, social, and packaging. Use systemized creative, A/B testing, and UX best practices (WCAG) to lift engagement and conversion.

## EXPERIENCE

### Senior Creative Designer — Banana Republic, Gap Inc. | Sep 2021 – Present

- Led 360° campaign systems (HP/LP, mobile, CRM/email, paid/organic social) with a reusable design system & component library; shipped 200+ assets and 15+ modular email templates, driving +25% engagement, +13% CTR, +18% conversion across priority launches.
- Built and governed brand guidelines (type scale, color, grid, motion specs) and production toolkits; standardized authorable templates and naming conventions to reduce rework, improve on-time delivery, and ensure cross-channel consistency.
- Partnered end-to-end with marketing, product, site ops, media, and copywriting; translated briefs into concepts, storyboards, key visuals, and motion; handed off clean Figma specs and asset packages for development and trafficking.
- Ran iterative A/B tests (subject lines, hero hierarchy, CTA placement, motion vs. static) and analyzed GA/CRM results to optimize conversion rate and click depth; embedded learnings into the component library and email design system.

### UX Designer — REKS Optics (Contract) | Oct 2023 – Dec 2023

- Led DTC e-commerce UX redesign (discovery → prototype → usability) to remove checkout friction; -30% bounce, +20% conversion, +25% faster checkout after testing with 500+ users and prioritizing issues (IA, filters, PDP clarity).
- Created mobile-first flows, wireframes → hi-fi Figma prototypes, and a tokenized UI kit (buttons, forms, nav, states) for responsive implementation; partnered with engineering on HTML/CSS/JS handoff and QA.
- Improved findability and performance via simplified navigation, PDP content hierarchy, and image optimization; documented decisions in a lightweight design system for ongoing governance.

### Senior Creative Designer — Enchante Accessories (Inspired Home) | May 2020 – Sep 2021

- Built multi-brand identity systems and collateral across web, email/CRM, paid media, print & packaging; delivered 2,500+ digital campaigns at avg ROI +28% by aligning brand guidelines with lifecycle marketing goals.
- Produced 50+ high-converting layouts (HP/LP, PDP, landing funnels) and improved mobile engagement +18% and checkout efficiency +20% through UX audits, A/B testing, and template standardization.
- Owned packaging spec sheets, press-ready files, and vendor handoff, ensuring color accuracy, dielines, and print production quality.

### Graphic Designer — Here & Now Inc. | Feb 2019 – May 2020

- Designed 100+ brand/marketing assets (identity, web, social, OOH, print) for hospitality, legal, entertainment; implemented systemized visuals and templated toolkits, increasing client engagement +30%.
- Applied UX principles to print/digital layouts (hierarchy, legibility, calls-to-action) and established file-naming/version control and export presets to speed production and reduce errors.

### Graphic Designer — DPark Corporation | Apr 2018 – Jan 2019

- Drove UX-focused rebrands and e-comm storytelling for skincare launches; +20% sales across North America by unifying visual identity, PDP content, and campaign creative.
- Directed 50+ photo/video shoots (shot lists, lighting, composition, retouching brief); delivered asset libraries mapped to site modules, email, and paid media for faster time-to-publish.

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## SKILLS

Brand identity · Visual/Design systems · Component libraries · Typography · Layout · Art direction (photo/video) · Motion/hi-fi prototyping (Figma) · Packaging/print · E-commerce storytelling · CRM/Email · A/B testing · Usability testing · Accessibility (WCAG) · Stakeholder management

## TOOLS

Figma · Adobe CC (AI, PS, ID, AE, PR) · Webflow · HTML/CSS/JS · Jira/Wrike · Google Analytics/Looker (working)

## CERTIFICATIONS

Google UX Design

— Coursera, May 2024

UX & UI Design

— Careerist, Dec 2023

Growth Driven Design

— Hubspot Academy, Sep 2021

## EDUCATION

BFA, Graphic Design

— University of the Arts