

# CHAEREEN *Pak*

[SHUR-EEN]

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A multidisciplinary creative and design leader based in Los Angeles, CA.

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## EDUCATION

**ArtCenter College of Design**  
Pasadena, CA  
Sep 2023–Aug 2024

### Master of Design, Brand Design and Strategy

Coursework: Branding Futures, Design Leadership, Business of Branding, Brand Writing, Design Systems Thinking

**University of Pennsylvania**  
Philadelphia, PA  
Aug 2015–May 2019

### Bachelor of Arts, Psychology *Cum Laude*

Minor in Fine Arts, Semester Abroad in Tokyo  
Coursework: Psychology and Global Media, Organizational Behavior, Positive Psychology, Design and Digital Culture, Digital Illustration, Film Photography

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## EXPERIENCE

**Great Jones *Cookware***  
Los Angeles, CA  
Jul 2023–Present

### Brand Creative Manager

Communicating a consistent visual brand experience across paid and organic marketing channels is my north star. I strategize and design 360° brand and product launch campaigns, making briefs and managing workflows for a cross-functional team consisting of agency partners and freelance designers. I streamlined a design refresh of all evergreen email and SMS flows that increased retention marketing revenue by 176% year-over-year.

**Clove *Sneakers***  
Philadelphia, PA  
Dec 2022–May 2023

### Senior Creative Manager

I led a team of eight designers, responsible for designing over 50 brand and product launch campaigns from concept to asset delivery. I hired and trained all creative team members, supervised design briefs and budgets, optimized creatives for digital and OOH placements, utilized performance data to strategize future campaigns, and facilitated communication for collaborative projects with agency partners. I was deeply involved in scaling a direct-to-consumer retail startup alongside senior leadership as their second hire.

Previously Manager,  
Associate, and Freelance  
Jan 2020–Dec 2022

**Persimmon Coffee**  
Philadelphia, PA  
Sep 2020–Present

### Co-Founder, Creative Director

A specialty coffee shop and entrepreneurial venture. I oversee branding, graphic design, photography, and videography used for marketing, packaging, and merchandise. I also designed the retail space, pop-ups, and product collaborations with local artists and small businesses.

**Urban Outfitters**  
Philadelphia, PA  
Jun 2019–Aug 2019  
Jun 2018–Aug 2018

### Social Media Intern

I supported the social media team at headquarters with product launches, content creation, and influencer marketing. I curated user-generated content for publication on social platforms and website product pages, managed posting schedules, edited photos and videos captured in-house, and coordinated gifting for seasonal stories and campaigns.

**MUTZINE**  
Los Angeles, CA  
Jan 2016–Dec 2016

### Editorial Assistant

As a freelance editor and translator for cultural content focused on the past and present conditions of South Korea's fashion industry, I authored ten articles in digital and print that were targeted towards an international audience. I interviewed runway models and photographers and translated between English and Korean in both written and verbal form.

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## SKILLS

**Language**

Fluent in English and Korean

**Software**

Adobe Illustrator, Photoshop, Premiere Pro, InDesign, Figma, Keynote, Google Suite, Microsoft Suite, Midjourney, Asana, Notion, AirTable, Miro, Klaviyo

**Industry**

Art direction, brand identity, creative direction, graphic design, typography, digital illustration, video editing, marketing plans, channel strategy, data analytics, project management, creative asset management, team leadership