



CHERA PARK
Graphic Designer

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Education

09.2019–04.2024
ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design
Emphasis in Brand Identity Development + Print
Minor in Designmatters

Recognition

08.2019–04.2024
ArtCenter Undergraduate Scholarship

Expertise

Strong working knowledge of:

InDesign, Photoshop, Illustrator, After Effects,
Google Slides

Familiar with:

Figma, Glyphs, MadMapper

Other skills:

Photography, directing and consulting, brand
identity development

Languages:

English (native)
Korean (native)

Experience

03.2018–Present
Freelance Design Tutor
Fullerton, CA

Help students preparing college portfolios and
adults that are new to design develop their design
knowledge and projects. Focus on creating
successful design work for competitions,
advertising, and presentations in-person and
online. Provide guidance for using InDesign,
Illustrator, and Photoshop as creative tools.

04.2023–08.2023
Graphic Design Intern
Linkone
Anaheim, CA

Helped develop brand identity, collateral, posters,
and event brochures for a logistics company.
Assisted the HR department in overseeing
work environments and staff communications.
Attended client meetings, organized orders, and
confirmed events with vendors.

12.2022–03.2023
Graphic Designer
Placemak2
Seoul, KR

Designed exhibition catalogs and brochures
for featured artists. Photographed and curated
editorial photos for a catalog containing
descriptions of each art piece along with artist
contact information.

11.2022–01.2023
Intern
Sihyunhada Photo Studio
Seoul, KR

Assisted the design team with brand identity
and frame designs used in the studio along with
seasonal catalogs and brochures. Prepared
presentation decks and case studies for meeting.

05.2020–08.2021
Graphic Designer
House of Korea at Balboa Park
San Diego, CA

Designed the signage system for the House
of Korea in San Diego's Balboa Park. Attended
meetings with HOK board members regularly to
discuss work and future opening events. Created
additional design deliverables including posters
and presentation slides focusing on the culture
and history of Korea.

01.2020–04.2020
Graphic Designer
Seokparang
Seoul, KR

Designed promotional exhibition posters and
banners that embraced the works of featured
artists. Assisted with curating exhibition.

12.2018–09.2019
Intern
KBS Broadcast
Los Angeles, CA

Helped curate news slides, reviewed scripts,
and helped develop subtitles for programs.
Participated in new program development and
client meetings.

08.2015–04.2019
Teaching Assistant
Saturday Korean School
Fullerton, CA

Assisted the instructor in a Korean SAT test
course for high school seniors. Made print-outs
for students to work with, corrected tests, and
gave extra lectures to students in need. Helped
students develop their knowledge of reading,
speaking, and writing in Korean and English.

Involvement

08.2023–Present
President
KUAA (Korean United Artist Association)
Pasadena, CA

Lead an organization that helps to promote and
recognize underrepresented Korean artists.
Attend regular meetings to curate Q&A events,
gallery exhibitions, and networking parties.
Students from art schools such as ArtCenter,
CalArts, USC, and UCLA are actively involved.

05.2014–09.2019
President
ELBA (Enjoy Life By Art)
Irvine, CA

Coordinated and connected with senior centers
to volunteer twice a month. The main purpose
was to open art sessions for seniors that needed
revitalization and stimulation. Curated memory
photo albums for the seniors to keep. Organized
weekly meetings discussing funds, upcoming
projects, and letterhead designs for the seniors.