Jiwon Yu

Senior Brand Designer

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EXPERIENCE

KISS Beauty Group

Senior Brand Designer

Apr 2024 - Present | New York, NY

- Collaborate with senior management on global rebranding, developing typography and color systems.
- Direct junior designers, reviewing their work and presenting it with them to leadership.
- Integrate AI tools into design workflows for concept exploration, mockups, and copy drafts.
- Build new lash brand identities from the ground up, including BeBlinky: created its persona, logo, and packaging for a Target-exclusive launch, then brand guidelines as strong Amazon sales grew the brand.
- Art direct photo and video shoots, including a 7-product i·ENVY brand shoot, from mood boards and model selection through on-set direction and retouching review.
- Lead end-to-end creative for the Vluxe Cashmere collection relaunch, spanning packaging design, mood boards, and photo and video shoot direction.
- Modernize packaging for KISS Lash, imPRESS, and Falscara toward a more elevated aesthetic, sold at Walmart, Ulta Beauty, CVS, Walgreens, Amazon, and TikTok Shop.
- Design collaboration and global launch packaging, including Wicked × imPRESS and Falscara, imPRESS × The Summer I Turned Pretty, and OLLIO Falscara and OLLIO × WICKED for Olive Young in Korea.
- Design in-store product displays for Walmart, Ulta Beauty, CVS, and Walgreens, plus 360° marketing materials including web banners, Amazon product detail pages, sales sheets, and event materials.

Brand Designer

Apr 2022 - Mar 2024 | New York, NY

- Designed packaging across KISS Beauty Group brands with product development, from concept to production.
- Designed KISS Nail Drip glue-on nail packaging and the Sweet Shop edition logo.
- Created visual themes and assets for integrated marketing campaigns across retail and digital channels.

ESD Professional, Inc.

Branding & Graphic Designer

Oct 2021 - Mar 2022 | Palisades Park, NJ

- Designed packaging and marketing materials for beauty products sold in domestic and international markets.
- Updated website visuals, built presentation and email templates, and worked with influencers on video content.

Double Y Design, Inc.

Marketing & Design Freelancer

Nov 2020 - Sep 2021 | New York, NY

- Managed social media accounts and website updates; designed Instagram graphics and business cards as needed.

Independent Design Practice

Self-Directed Projects

Jun 2019 - Oct 2020 | New York, NY

- Created self-initiated brand identity and packaging projects to strengthen core design skills.

Admerasia

Graphic Design Freelancer

Sep 2018 - May 2019 | New York, NY

- Designed branded advertising materials and digital campaign content to support marketing initiatives.

Earlier: Graphic Designer (Intern), **3.1 Phillip Lim** | Oct 2018 - Dec 2018 | New York, NY
Graphic Designer (Intern), **Ahalife Holdings Ltd** | Jul 2017 - Sep 2017 | New York, NY

SIDE PROJECT

PressHere | Creative Director | Dec 2025 - Present

- Lead creative direction for a full rebrand with a five-person team, from brand strategy to logo, visual system, and web.

EDUCATION & HONORS

School of Visual Arts | BFA in Graphic Design | May 2018 | New York, NY • Chairman’s Merit Award; Dean’s List

SKILLS & TOOLS

Brand Identity · Packaging Design · Brand Guidelines · Art Direction · Photo & Video Shoot Direction · Campaign Design · Typography & Layout · Photography Mood Boards · Retail Displays · E-commerce & Digital Assets
Adobe CC (Illustrator, Photoshop, InDesign; basic After Effects, Premiere Pro) · Figma
AI Tools (Adobe Firefly, Photoshop Generative Fill, ChatGPT, Claude) | Languages: English, Korean