

Jawon Im

Junior Graphic Designer / Photographer

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Early-career Graphic Designer merging architectural design foundation with Digital Media expertise to deliver impactful visual content. Demonstrated success in developing engaging social media graphics and digital assets reaching 9,000+ impressions through apprenticeship and volunteer roles. Proficient in Adobe Creative Suite and modern design tools, with proven ability to maintain brand consistency across diverse platforms.

EXPERIENCE

Graphic Designer • Sensitive Strenght - Apprenticeship Sep 2024 - Present

- Created 15+ cohesive visual content series including creator highlights, quote graphics, and educational infographics.
- Increased social media engagement by 15% over 2 months through strategic design of visual content, including carousel posts, infographics, and PDF presentations.
- Managing visual asset library spanning multiple content categories while maintaining design consistency and quality standards.
- Optimized design workflow in Figma through component creation and design system implementation, reducing production time by 35% for recurring content types.

Graphic Designer • Un/Do Mindset - Volunteer Sep 2024 - Present

- Designed cohesive marketing materials using Adobe Creative Suite (Photoshop, Illustrator) for digital platforms including Linktree, QR codes, and promotional coupons.
- Applied brand guidelines to create consistent visual elements across social media and marketing materials.
- Worked closely with team leads to understand project requirements and deliver design solutions on time.
- Enhanced brand visibility through custom graphics and photography for social media platforms.

Multimedia Content Designer • Lucent Design Media - Internship Jan 2024 - Jun 2024

- Successfully delivered 11 diverse creative projects, demonstrating versatility across tourism videography, social media design, photography, and internal communications.
- Developed company's social media visual identity through design of 10+ Instagram templates that aligned with brand guidelines.
- Collaborated cross-functionally with international clients and internal teams to deliver projects that met diverse cultural and business requirements
- Leveraged Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) to deliver high-quality visual content across multiple platforms and formats.

EDUCATION

Associate of Applied Science in New Media and Digital Design

Pierce College • Lakewood, WA • 2024 • 3.97

- Mastered comprehensive digital design toolkit including 3D modeling, animation, and motion graphics
- Completed advanced coursework in UX/UI design, digital illustration, and visual communication

UX/UI Design Certification

Pierce College • Lakewood, WA • 2024

- Completed comprehensive UX/UI design program aligned with Google certification, focusing on human-centered design systems and usability research

Bachelor of Science in Architecture

Pai Chai University • Daejeon, South Korea • 2022 • 4.1/4.5

- Completed 5-year architectural program with emphasis on design principles and spatial planning
- Coursework included: Architecture Design, Visual Communications, 3D Modeling, and Design Theory

AWARDS & TECHNICAL PROFICIENCIES

Outstanding Student in New Media & Digital/UX/UI Design Pierce College • 2023-2024

- **Design Software:** Adobe Creative Suite (Photoshop, Illustrator, XD, Lightroom, Dreamweaver), Figma, Canva
- **Technical Skills:** UI/UX Design, Digital Graphics, Brand Guidelines, Photo Editing, HTML/CSS, Responsive Design, Design Systems
- **Languages:** Korean (Native), English (Professional)