

YEEUN HONG (EDEN)

Graphic · UI Designer

Experience

Freelance Graphic Designer / Koreanna Kitchen

Toronto, ON (Remote) / JAN 2026 – Present

- Designed packaging labels for a sauce line, developing color-coded and monochrome variants optimized for online retail and product photography.
- Optimized website content and visual presentation for koreannakitchen.com, driving a 96% month-over-month increase in site visits through improved UX copy and brand clarity.

Graphic Design & Marketing Manager / Ignitr Career & Academic Advising

Toronto, ON / JAN 2026 – JUL 2026

- Directed end-to-end visual brand identity across web, social creative, and ad campaigns, adapting tone from bold and expressive to polished and credible depending on audience.
- Designed and developed ignitradvicing.com on Wix, establishing scalable design for ongoing content growth.

Graphic & Content Designer / Light Presbyterian Church

Mississauga, ON / JAN 2023 – JAN 2026

- Led social media content strategy and design, growing Instagram following from 200 to 450+, with one Reel surpassing 1M views, demonstrating strong instinct for platform trends and audience behavior.
- Developed team logo and established brand identity system across all church digital and print communications.

Graphic Designer / KOTRA (Korea Trade Investment Promotion Agency)

Seoul, KOR / JAN 2022 – JUL 2022

- Delivered comprehensive design packages for large-scale international trade events, maintaining brand consistency across global digital and print materials for industry partner audiences.
- Redesigned the headquarters login screen, improving UX for 1,300+ employees through monthly strategic updates.

Graphic Designer / Chammi Food

Seoul, KOR (Remote) / JAN 2021 – DEC 2021

- Increased brand visibility by 20% through product packaging and promotional graphics for online channels.
- Produced promotional video and motion graphics for social media campaigns supporting two product launches.

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Education

Multimedia Design and Development / Humber College (Diploma)

2022-2024

African Languages /

Hankuk University of Foreign Studies (Bachelor)

2017-2021

Skills

Design

Brand Identity · Design System · Prototyping · User Research · Usability Testing · Wireframing · Typography · Visual Hierarchy

Tools

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects) · Figma · Notion · Keynote · PowerPoint · Canva

Code

HTML · CSS · Java Script

AI

Chat GPT · Claude · Adobe Firefly · Midjourney · Higgsfield