YEEUN HONG (EDEN)

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GRAPHIC DESIGNER

Creative graphic designer with experience in brand identity, marketing collateral, and digital design across multiple industries. Proven ability to strengthen brand consistency and deliver strategic design solutions aligned with organizational goals.

EXPERIENCE

Ignitr Career & Academic Advising Inc., Toronto, ON **Jan 2026 - Current**
Graphic Design & Marketing Manager
- Lead visual brand development including website design, event materials, and social media content.
- Establish and manage brand guidelines and design systems to ensure consistent visual identity across all marketing channels.

Canadian Korean Times Weekly, Toronto, ON **Oct 2025 - Jan 2026**
Graphic Designer
- Designed weekly newspaper layouts using InDesign and created social media graphics with Illustrator for Instagram and Twitter, maintaining brand consistency across print and digital platforms.
- Managed client advertising projects and wrote articles for The Korea Daily Americas website, coordinating production from design to publication.

Light Presbyterian Church, Mississauga, ON **Jan 2024 - Current**
Graphic & Content Designer
- Manage and design 50+ Instagram posts and event materials using Illustrator, Photoshop, and Canva, supporting community communication and ministry team initiatives.
- Created team logo establishing consistent brand identity across all church communications.

KOTRA (Korea Trade Investment Promotion Agency), Seoul, Korea **Jan 2022 - Jul 2022**
Graphic Designer
- Improved user experience for 1,300+ employees by redesigning and maintaining headquarters login screen with monthly strategic updates.
- Delivered comprehensive design packages for international trade events, maintaining brand consistency across digital and print materials.
- Designed weekly newsletters for headquarters website and client distribution, supporting organizational communication and stakeholder engagement.

Chammi Food, Seoul, Korea **Jan 2021 – Dec 2021**
Graphic Designer
- Increased brand visibility by 20% through comprehensive marketing materials including packaging and promotional graphics.
- Contributed to brand storytelling through promotional video production for social media campaigns.
- Managed tight deadlines while producing high-quality deliverables for 2 product launches.

EDUCATION | TRAINING

Diploma of Multimedia Design and Development
Humber College, Etobicoke, ON | Sep 2022 - Jun 2024

Bachelor of African Languages, Literatures, and Linguistics
Hankuk University of Foreign Studies, Seoul, Korea | Mar 2017 - Feb 2021

SKILLS

Technical Skills: Typography, Brand Identity, Print Design, Data Visualization, Marketing Collateral, Presentation Design, Social Media Design, Design Systems
Software Tools: Adobe Illustrator, Photoshop, InDesign, Figma, Sketch, Adobe XD, After Effects, Premiere Pro, Webflow, Voiceflow
Coding Languages: HTML, CSS, JavaScript