

Suhyeon Bae

Graphic Designer/Illustrator • NYC metro area

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EXPERIENCE

Graphic Designer

Jul 2024 – Present

Natural Cycles, Manhattan, NY

- Design and produce engaging visual content for social media platforms, maintaining consistent brand identity and high visual quality
- Create long-form YouTube videos with motion graphics, text overlays, and visual elements to deliver dynamic storytelling
- Collaborate with the designers, brand strategist and marketers on campaign planning, content calendars, and overall visual strategy
- Partner with the product team on the annual *Year in review* project, developing creative concepts and visuals that highlight and celebrate key product and user milestones and achievements

Freelance Illustrator

Jul 2023 – Jun 2024

Remote

- Completed commission work including digital illustration, logo design, web design, and snowboard top sheet design

Graphic Designer

Oct 2019 – Oct 2022

Social Chain, Manhattan, NY

- Designed and illustrated social media marketing campaign assets for Social Chain and clients such as Uber, Uber Eats, GoGo squeeZ, and Cath Kidston
- Developed impactful graphics, illustrations, and layouts for diverse marketing materials including social media campaigns, web content and presentation deck.
- Collaborated with the creative team, copywriters, and clients to brainstorm and conceptualize innovative ideas for marketing campaigns

EDUCATION

Pratt Institute, Brooklyn, NY

Sep 2015 – May 2019

BFA Communications Design (Illustration Emphasis)

Honors: Outstanding Merit Award, International Merit-Based Scholarship,
President's List, Dean's List