



JAEWON CHONG

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PROFESSIONAL EXPERIENCE:

2020-PRESENT | Graphic Designer | **MotoArt, Torance, CA**

Working with marketing group for designing biweekly eblast, package, brochure, magazine ad, and updating eCommerce site.

2019-2020 | Production/Graphic Designer (Full Time Freelancer) | **Billabong, Huntington Beach, CA**

Responsible for the design and production of Women's marketing collateral, including in-store, promotions, merchandising, logos, posters, flyers, print advertising, Primary emphasis on Wholesale and Vertical retail in-store signage and window graphics.

2015-2018 | Graphic Designer | **Axial Racing, Mission Viejo, CA**

Working with marketing group for designing product box package, decal artwork, magazine ad, website banner, and social media.

2015-2015 | Senior Graphic Designer (Freelancer) | **AAAZA, Los Angeles, CA**

Worked with creative advertising teams to develop Newspaper ad, TV ad, and print material for Direct TV, and BBCN bank.

2015-2015 | Senior Graphic Designer (Freelancer) | **Fine Art Museum/Luxurious Report, Laguna Niguel, CA**

Designed and layout for the monthly magazine, marketing material and maintain the website.

2006-2015 | Graphic Designer | **UBM Advanstar Communication, Santa Monica, CA**

Graphic designer for a Power Sports group (Off-Road Group, Automotive Aftermarket Group, Dealer Expo, International Motorcycle Shows) and CVC. My responsibility was for the design and production of all marketing, sales and advertising materials, campaign development, as well as online marketing & brand management. Deliverables include product & event photography, trade show graphics, catalogs, logos and web/social media banners.

2005-2006 | Graphic Designer | **Micro 2000, Glendale, CA**

Worked on the redesign, launch and maintenance of the company corporate website. I design and help build internal websites and weekly promotional eBlast.

2004-2005 | Art Director | **Seesaw Advertising, Los Angeles, CA**

In-house art director for the marketing department. I had responsible for coordinating, designing and production of in-house sales and marketing materials including sales presentations, magazine advertisements, catalogs, brochures, labels, packaging design, large format graphics and website design. Also worked closely with clients, creative team and printers to assure satisfaction.

2000-2004 | Graphic Designer | **Rossetti Architects, Southfield, MI**

Worked on project proposal and presentations, environmental, wayfinding signage, and project concept for a well-known client such as Home Depot National Training Center, Wayne State University. And the design for marketing materials and flash animation for the company.

1997-2000 | Graphic Designer | **JPRA Architects, Farmington, MI**

Designed from concept to completion; environmental graphics, flash animation, collateral pieces, identity systems and art direction website.

REPRESENTATIVE PROJECTS

International Motorcycle Shows/Off-Road Expo/Dealer Expo/Search Auto Part/CVC - Santa Monica, CA

(eBlast, flash banner ads, campaign development, magazine ads, identity systems, show signage, collateral pieces)

Pampas Churrascaria Restaurant - Las Vegas, Nevada (identity system, logo, brochures, menu, signage graphics, website design & maintenance)

The Decks Fish Market Restaurant - West Palm Beach, Florida (identity system, logo, brochures, menu, signage graphics, website design & maintenance)

Shabu-Hyang Restaurant - Los Angeles, CA (identity system, logo, brochures, menu, signage graphics, website design & maintenance)

ALTAS Equipment Company - Detroit, Michigan (identity system, logo)

NongShim America - California (sales brochures)

JS Apparel - Los Angeles, California (logo, catalog, concept & art direction website)

Home Depot National Training Center / LA Galaxy, Los Angeles Chargers Stadium - Dominguez Hills, California (wayfinding signage)

Wayne State University Welcome Center - Detroit, Michigan (wayfinding signage)

Compuware Headquarters - Detroit, Michigan (wayfinding signage, carpet pattern)

North Oakland YMCA - Detroit, Michigan (video title design)

Continental Services - Belleville, Michigan (invitation, flash animation)

Southpole Clothing - New York, NY (graphic t-shirts)

KIA Racing team - Irvine, California (DVD package design)

The grand junction movie - California (poster, logo, DVD label, website design & maintenance)

Terra Design Studio - Los Angeles, California (website design & maintenance)

SKILLS & CAPABILITIES

- Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Wordpress, Klaviyo, Shopify, Premiere, HTML, CSS, Microsoft Office Suite. Proficient on both MAC & PC OS Systems.
- Web file preparation, print prepress and file preparation, press checks, direct photograph, working knowledge of print production, photo retouching skills.

EDUCATION

Bachelor of Fine Arts - Graphic Communication | College for Creative Studies, Detroit, Michigan, 1997

EXHIBITIONS

Critical Mass, Museum of New Art, Detroit, MI, USA (2003), T-Wang Art T-shirts Exhibition, Seoul, Korea (2003), HallSpace Boston, MA, USA (www.visualingual.org/outsidein)(2004)