

Jaeun (Eugenie) Kwon



kwoneugenie@gmail.com
eugeniekwon.com/
linkedin.com/in/eugeniekwon/

Education

Drexel University

Sep 2018 - Jun 2022

B.S. Graphic Design

Minors: Marketing, Music

GPA: 3.97

Summa Cum Laude

Dean's List, 2018-2022

Honors and Awards

Graphis New Talent Awards, 2023

GDUSA Graphic Design Annual Awards, 2021

Bartram's Garden Design Group Sprint - 3rd, 2021

Drexel Design Excellence Award - 1st, 2019

Westphal Portfolio Scholarship

Performing Arts Scholarship

A.J. Drexel Scholarship

Skills

Branding
Packaging
Publication
Wayfinding
Typography
Photography
Strategy
Copywriting
Social Media

Programs

Adobe Creative Suite
Illustrator, Photoshop, InDesign, After Effects
Microsoft Office Suite
HTML5 / CSS3 / Sketch

Languages

Korean (native)
English (fluent)
Chinese (basic)

Involvement

Drexel Graphic Design Senior Show /

Branding Team Member

Dec 2021 - Jun 2022

- Ideated the main concept
- Designed multiple iterations of the visual identity and expanded the system
- Composed and implemented a slogan

Concert Band /

Flutist

Sep 2018 - Jun 2022

- Attended and participated in rehearsals twice a week with or without credit
- Performed a series of repertoires each term

Experience

Prophet /

New York, NY

Design Intern

Jun 2022 - Aug 2022

- Collaborated on logo ideations and design territories for a luxury alcohol rebrand
- Compiled visual references and ideated concepts for a pharmaceutical beauty rebrand
- Organized Prophet's previous client project case studies for agency awards submissions
- Contributed on concept ideation of a F&B corporate event
- Designed presentation assets for clients

Exit Design /

Philadelphia, PA

Environmental Graphic Design Intern

Mar 2021 - Sep 2021

- Supported various projects in ideation and design:
 - **FDR Park:** Created a new, smaller park map based on given visual assets; currently installed
 - **Kaiser Permanente:** Proposed a set of signage designs to support the KP Nova Micro Clinic's reception area
 - **Johns Hopkins All Children's Hospital:** Completed unfinished hospital maps for the floors based on existing visual assets
- Revised design assets for clients such as Northwell Chappaqua and Norman Regional Health System
- Utilized SignAgent and Adobe Illustrator to program signage and templates

Artspace H /

Seoul, Korea

Freelance Designer

Jun 2021 - Jul 2021

- Established a new brand identity for the gallery founded in 2008
- Refreshed the look of the official website by applying user-friendly visual layouts and restructuring specific categories of information
- Expanded social media presence to allow for easier access to information about the gallery
- Produced a poster and brochure for a solo exhibition on the gallery's rising artist, Woo Choi

CineGraph Studios /

Chester, NJ

Freelance Designer

Feb 2021 - Apr 2021

- Developed a new brand identity for the two-person video production studio
- Improved the legibility of the logo to increase brand recognition and flexibility across different platforms
- Consulted on the direction of the website and social media presence