



# HALEY KANG

Marketing / Brand Identity Designer

## CONTACT

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## PORFOLIO

[haleykdesign.com](http://haleykdesign.com)

## EDUCATION

**B.F.A. Degree**  
**Visual Communication Design**

The School of the Art Institute  
of Chicago (SAIC)

Merit Scholarship Recipient

**Affiliation:** Korean Student  
Association PR team

## SKILLS

Marketing Design  
Brand identity Design  
Visual Design  
Packaging Design  
Print Design  
Publication/Layout  
Design  
Typography  
Illustration  
Video editing

## Software

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effect  
Microsoft Word  
Microsoft Powerpoint  
Procreate

## Language

English  
Korean

## WORK EXPERIENCE

### SHOPAKIRA | Graphic Designer

2022.08 - Present | Chicago, IL

- Oversaw the creative development and execution of 600+ email campaigns. Leveraging customer segment data and email dashboard KPIs, drove double-digit year-over-year improvement in both sales and open rates by creating design solutions tailored to specific audience segments and business objectives.
- Played a key role in developing AKIRA's first brand key by iterating, and establishing, design brand principles and standards including palettes, typography, and photographic layouts to strengthen brand identity.
- Designed evergreen email campaigns and advertising templates for both Google and Meta that became the company's standard formats, strengthening brand cohesiveness and preserving brand integrity.
- Partnered with a Senior Designer to conceptualize and produce graphic assets, including print posters, signage, and event promotions, distributed to 35+ nationwide stores and company events.
- Collaborated with the Social Media team to create static and video content for various platforms to improve engagement and followership helping to propel the account to over 1M followers.
- Developed strategic storytelling and marketing assets for the Holiday collection, including lookbooks and advertisements, which contributed to significant revenue growth and a 30%+ year-over-year increase.

### Office for Civic Solutions | Graphic Design Intern

2021.06 - 2021.08 | Seoul, South Korea

- Designed and implemented 8 evergreen presentation and report templates to elevate client meetings and public-facing presentations.
- Utilized presentation design skills and image editing capabilities to enhance a variety of projects, ensuring high-quality visuals and consistent branding.

### Anc1.5 | Graphic/Fashion design Freelance

2020.11 - 2021.01 | Remote, South Korea

- Led the company's rebranding project, redefining the brand message and creating the new logo and signature graphics that are still featured in the latest collection.
- Created illustrations and graphics for the 2021 Winter/Spring collection, with over 10 designs chosen for the final lineup, enhancing the collection's appeal and cohesion.

### LEE SANGBONG | Graphic/Fashion Design Intern

2020.05 - 2020.07 | Seoul, South Korea

- Created over 30 mockups for the 2020 Fall/Winter Collection, with 5 designs selected for the final collection and 10+ designs securing patents.
- Led the rebranding project for 'The Blue Tree Foundation,' a partner non-profit organization. Redesigned the logo, key brand illustrations, and merchandise.
- Designed visually compelling posters, invitations, and signage that enhanced the branding and atmosphere of key VIP customer events.