HEIDI SUNG

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EXPERIENCE

SENIOR DESIGNER *Jul 2020 – Present*
UCLA, Los Angeles, CA
- Conceptualize, create, and produce a wide range of marketing campaign artwork and materials (print and digital) for UCLA Events & Transportation to promote sustainable transportation programs to the UCLA community.
- Responsible for creating program branding/logos, campaign key art, posters, signage, print ads, promotional item artwork, vehicle wraps, annual reports, and other printed collateral.

DESIGN MANAGER *Apr 2016 – May 2020*
Yoobi, El Segundo, CA
- Working closely with the Marketing Team to align creative development with marketing strategy and content, creating and designing digital assets for yoobi.com and social channels including design of emails, social posts, homepages, banners, etc.,
- Create and shape the brand assets and design direction of the brand.

GRAPHIC/PACKAGE DESIGNER *Mar 2015 – Apr 2016*
Hasbro, Inc., Burbank, CA
- Reponsible for designing packages for Disney Princess and Frozen Little Kingdom line.
- Managed 4 Languages/EU version of packages working with Hasbro Far East.

GRAPHIC DESIGNER *Apr 2009 – Apr 2011*
Ogden Costa Creative Group, Pleasanton, CA
- Worked on branding, logo development, website design and development, html-emails, print collateral and presentation materials for clients such as Cisco Systems, Disney, Netgear, Lexar and more.
- Designed posters, flyers, emailers, window clings and signages for AT&T.

PACKAGE/GRAPHIC DESIGNER *Aug 2005 – Sep 2008*
MZBerger & Company, New York
- Designed and developed personal care products, gift sets, packaging and point of purchase for Nickelodeon, Disney, Marvel and Crayola.
- Collaborated with licensors and overseas factories on products/packaging.

EDUCATION

UX DESIGN CERTIFICATE Present
UCLA Extension, Los Angeles

MASTER OF SCIENCE IN COMMUNICATIONS & PACKAGING DESIGN 2005
Pratt Institute, New York

BACHELOR OF SCIENCE IN GRAPHIC DESIGN 2002
Handong University, South Korea

SKILLS

- Mastery of Adobe Creative Suite (Photoshop, Illustrator, InDesign), Keynote and Microsoft Office Suite
- Proficient in Sketch App, Invision App, Adobe XD and Adobe Premiere
- Strong understanding of brand storytelling on social media platforms