YUNJOO PARK

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Portfolio | LinkedIn

SUMMARY

3x ADDY Award-Winning Senior UI & Visual Designer with 15+ years of extensive agency and in-house experience specialized in cross-functional design leadership across digital, web, and print media. Proven track record of orchestrating end-to-end design lifecycles for 24+ major corporate clients and California government sectors. Expert in translating complex brand strategies into high-converting visual identity systems, compliant UI frameworks, and award-winning omni-channel campaigns.

PROFESSIONAL EXPERIENCE

Armanino Advisory LLC | Remote

Graphic Designer (Senior / Visual Specialist) | 09/2025 – Present

- Successfully optimized workflows by integrating TheBrief.ai into the production process, cutting animation ad creation time by over 50% for a recent HighWire coffee campaign
- Spearheaded high-impact marketing and advertising design for prominent financial institution clients, including Monterra and Travis Credit Union, elevating brand presence and consumer engagement.
- Designed and developed comprehensive website interfaces for the Silicon Valley Leadership Group to ensure seamless digital branding.
- Executed end-to-end creative advertising campaigns for Valley Children's Healthcare and drove institutional branding through custom logo and promotional design for West Valley College.
- Delivering flexible, on-demand creative solutions on a seasonal, part-time basis, managing multiple concurrent visual projects for corporate and non-profit clients while maintaining strict brand alignment.

AMF Media Group | San Ramon, CA

Senior Graphic Designer & Creative Consultant | 03/2019 – 09/2025

- **Secured 3 distinct AAF ADDY Awards** (Silver & Bronze, 2023–2025) by spearheading award-winning visual campaigns for 24+ major corporate and government clients, including the 2025 AAF SF Bay Area Award for Valley Children's Healthcare's Annual Impact Report.
- **Single-handedly managed 100% of the agency's design project** pipeline for an entire year during COVID-19, maintaining a 100% on-time delivery rate despite a 50% team reduction through close cross-functional collaboration on UI digital ads, and OOH banners.
- **Transitioned to a key creative consultant role** from June 2024 to September 2025, consistently delivering high-impact design solutions and maintaining seamless visual continuity for major high-value agency accounts.

Freelancer | Mountain House, CA

UI & Graphic Designer | 08/2014 – 02/2019

- Designed and developed the official responsive website and print advertising campaigns for Shinhan Bank (Toronto, Canada), ensuring seamless cross-border digital banking experiences and driving regional customer engagement.
- Led overall creative design for the 2016 KOTRA event in Santa Clara, CA, delivering high-impact conference materials and seminar posters that contributed to successful event execution.

SF Design Bank (Design Agency) | Pleasanton, CA

UI Designer & Front-End Developer | 05/2013 – 08/2014

- Designed and developed localized web solutions for multiple venture companies associated with KOTRA (Korea Trade-Investment Promotion Agency), facilitating successful market entry into the U.S.

UI Designer & Front-End Web Developer | Seoul, South Korea

Various Design & Tech Agencies (Netsun Web, KGL, FSN, DB Group) | 02/2008 – 05/2013

- Led visual UI design and front-end development for major institutional and government platforms, including the Korea Securities Depository (KSD) and the Ministry of Unification, achieving 100% compliance with web accessibility standards for 500+ government web pages.
- Conceptualized and executed digital web/app solutions and e-commerce infrastructures for top-tier corporations, universities, and prominent retail franchises, including Kolon Industries, Yonsei University, VIPS, Ashley, and TOM N TOMS.

AWARDS & HONORS

American Advertising ADDY Awards | 2023 – 2025

- 2025 AAF SF Bay Area Bronze: Public Service Annual Report (Valley Children's Healthcare Campaign)
- 2024 Greater San Francisco Bronze: Local Television Commercial Campaign (Roots - Real Talk Campaign)
- 2023 Coastal California Silver: Integrated Media Public Service Campaign (Roots Awareness Campaign)

TECHNICAL SKILLS

- **Design Tools**: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Adobe XD, Sketch, Creatopy, Dreamweaver.
- **AI & Productivity Tools**: TheBrief.ai (Automated Animation Banner Design)
- **Web & Tech**: HTML5, CSS3, WordPress, Microsoft Office (Word, PowerPoint, Excel)
- **Specializations**: UI Design, Web Design, Wireframing, Brand Identity, Motion Graphics, Animation Banner Design, Digital AD Design, Presentation Design, Typography, Print & Brochure Design, Newsletter Design, OOH (Out-of-Home) Design, Booth & Exhibition Design

EDUCATION

- **Kyunghee Cyber University | Seoul, South Korea**
  Bachelor's Degree in Design/Multimedia | GPA: 3.72
- **Induk University | Seoul, South Korea**
  Associate's Degree in Design/Multimedia | GPA: 3.50

BRAND EXPERIENCES

- **BANKING & FINANCE**: California Bank of Commerce, Monterra Credit Union, Redwood Credit Union, SESLOC Credit Union, Travis Credit Union
- **HEALTHCARE & MEDICAL**: Alameda Health System, CALMHSA (California Mental Health Services Authority), County of Santa Clara Behavioral Health, Golden State Orthopedics & Spine, Methyl-Life®, Natividad Medical Group, Santa Clara County Behavioral Health Services, Valley Children's Healthcare
- **GOVERNMENT, EDUCATION & COMMUNITY**: Central Coast Economic Forecast, Faith First Church, Impact Teen Drivers, State of California Department of Education, West Valley College
- **CORPORATE, COMMERCIAL & RETAIL**: AMF Media Group, Armanino, CenterCal Properties (Bay Street), Cool Earth, Farm Supply, HYDRO GRAPH, JB DEWAR, Monterey, SENSORIO, Silicon Valley Leadership Group