

YUNJOO PARK

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[Portfolio](#) | [LinkedIn](#)

SUMMARY

Award-winning Senior UI & Graphic Designer with 15+ years of experience specialized in cross-functional design leadership across digital, web, and print media. Recognized with multiple American Advertising ADDY Awards for excellence in healthcare and public service campaign designs. Proven track record of managing end-to-end design lifecycles for 24+ major corporate and government clients, translating complex brand strategies into high-converting visual assets. Expert in Adobe Creative Suite and front-end design methodologies (HTML/CSS).

PROFESSIONAL EXPERIENCE

Armanino Advisory LLC | Remote

Graphic Designer | 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

- **Spearheaded award-winning campaigns** for 24+ major corporate and government clients; secured 3 distinct AAF ADDY Awards (Silver & Bronze, 2023–2024) for the 'Roots Awareness Campaign' and 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/UX, 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/UX & 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/UX 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/UX 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/UX 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/UX 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