

# Yejung Park

Wake Forest, NC  
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Brand-focused graphic designer with experience at food & beverage industry across email, social, paid ads, packaging, and print. I translate brand systems into consistent, high-performing visuals that support marketing goals and drive engagement.

## PROFESSIONAL EXPERIENCE ↘

### Life Plus Family Center

Brand Designer • Contractor

04/2025 - Present

Durham, NC

- Designed book covers, multi-page layouts, and long-form editorial materials for publication.
- Built layout systems and template structures to improve consistency and workflow efficiency.
- Managed full production from design setup to press-ready export, metadata, and organized file delivery.
- Developed clear visual solutions for complex educational content.
- Designed clean digital layouts and visual concepts based on structured, easy-to-understand communication needs.

### Counter Culture Coffee

Graphic designer • Full-time

04/2021 - 03/2025

Durham, NC

- Created digital assets for email marketing, social campaigns, and online advertising.
- Designed print materials including packaging, posters, flyers, pitch decks, and educational resources.
- Adapted brand visuals across multiple platforms while maintaining accuracy and consistency.
- Collaborated with marketing, production, wholesale, and training teams on multi-format campaign needs.
- Created digital ads, social graphics, and web-ready assets with strong attention to color, layout, and visual clarity.
- Developed seasonal visuals that explored pattern, texture, and modern layout systems while staying within brand guidelines.
- Produced simple motion graphics and animated social posts to support digital marketing and engagement.

### Student Involvement Center

Graphic designer • Part-time

06/2018 - 04/2019

Emporia State University

- Designed posters, banners, and flyers for campus events and departments.
- Created social media graphics across multiple platforms.
- Ensured consistency in messaging and brand presentation for university-wide communication.

## FREELANCE EXPERIENCE ↘

### Letter & Scent

Graphic Designer • Freelancer

Remote

- Created faith-inspired posters, stationery, merch, and visual identity systems that communicate biblical truth.
- Directed concept development and advanced typography for collections used by ministries and families.
- Built a Figma-based production system improving accuracy and reducing turnaround time.
- Designed packaging, photography, and promotional assets for product launches.

## Southeastern Baptist Theological Seminary (EALI)

Wake Forest, NC

### Graphic Designer • Freelancer

- Designed logos, brochures, posters, and promotional materials for ministry programs.
- Supported educational and leadership initiatives through clear, professional visual communication.

## Lorenz Sales, Incorporated

Lenexa, KS

### Graphic Designer • Freelancer

- Created linecards and sales materials optimized for clear distribution communication.
- Delivered production-ready files and ensured print accuracy.

## Onspring Technologies

Overland Park, KS

### Graphic Designer • Freelancer

- Designed landing pages, T-shirts, and promotional graphics for corporate marketing.

## EDUCATION ↘

### Bachelor of Fine Arts, Graphic Design, Photography

Emporia, KS

Emporia State University • GPA: 3.87

Cum Laude

## AWARD ↘

GD USA

01/2024

Davey's Award

01/2021

Graphis

01/2021

Quarterly Creatives

01/2021

Muse Design Award

01/2021

## SKILLS ↘

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro

- Adobe Lightroom
- Adobe After Effects
- Figma
- Affinity

- Canva
- Google Workspace
- Microsoft Office 365
- Wordpress