



LEADERSHIP PHILOSOPHY

Mission: I aim to support my team members to reach the peak of their career. I strive to become a role model for them.

Vision: WE bring beauty & harmony in everything we do and create. WE explore new ways to express visual communications. WE cultivate curiosity as a seed for creativity. WE embrace craftsmanship. WE pursue excellence. Be a yardstick of quality. WE collaborate. WE move forward together, as one team.

EXPERIENCE

LORD ABBETT

Head of Visual Branding 2019 – Present | Jersey City, NJ

Created the firm's new branding including Brand Guidelines, Website design etc., participating Executive Communications, delivered the firm's new initiatives— 5 Year Plans, ESG, Sustainability Report, Career Journey, Leadership Program and overseeing all branding & design projects

NEON | AN FCB HEALTH COMPANY

Group Art Supervisor 2013 – 2018 | NY, NY

Clients: Johnson & Johnson, Novartis, Gilead, Boehringer Ingelheim etc.
Roles: Concepts, Design, Presentations, Client Communications, Art/Creative Directions and Managing Designers & Art Directors

JUICE PHARMA WORLDWIDE

Art Supervisor 2011 – 2013 | NY, NY

Client: Pfizer, Merck
Role: Concepts, Business pitches, Design, Presentations, Client Communications, Art/Creative Directions and Managing Designers

RAUXA

Sr. Art Director 2009 – 2011 | NY, NY

Clients: Verizon Wireless and Chase
Roles: Concepts, Design, Art/Creative Directions and Managing Designers and Production

HNW

Art Director 2008 – 2009 | NY, NY

Clients: Financial & Luxury Brands—Morgan Stanley, Lord Abbett, Merrill Lynch, Suntrust, Charles Schwab, Prudential and Ermenegildo Zegna etc.

Roles: Concepts, Design, Presentation, Art Directions, Client Communications, Branding, CI, Marketing Collaterals, Web sites, DM and E-mail Campaigns etc.

ADLER

Sr. Graphic Designer 2005 – 2008 | NY, NY

Clients: Finance & Insurance
Roles: Concepts, Design, Art Directions, Client Communications, and Branding

MEDALLION RETAIL

Art Director 2000 – 2005 | NY, NY

Clients: Barnes & Noble, Nike, DKNY and Disney etc.
Roles: Concepts, Design, Art Directions, and Branding

CONTACT

Cell 917 379 7314
bkpark@me.com

EDUCATION

BFA:

Visual Communication Design
Seoul National University | Seoul, Korea

Visual Presentation & Exhibit Design
Fashion Institute of Technology | NY, NY
Graduated with FIT Deans Award (Summa Cum Laude)

Web Design Certificate

Fashion Institute of Technology | NY, NY

SKILLS

Expert in Adobe Creative Suite, PPT & Keynote

Experience in HTML, CSS, Java scripting, Figma, UX & wireframing—OmniGraffle & Axure

Expert in Sketches, Rendering, Painting & Illustration (with various materials)

Fluent in Korean