



Jisoo Hong

Seoul, South Korea
www.jisoohongdesign.com
jisoohong.design@gmail.com

Jisoo Hong is an imaginative and multidisciplinary communication designer / content marketer with a strong passion for marketing that is interesting from consumer's perspective, and branding design that enhances user experience. She specializes in integrating creative ideas to articulate playful and vivid content through persuasive storytelling. In her work, she strives to think differently and visualize new perspectives using familiar objects in an appealing way.

Education

Pratt Institute 08.2022 - 06.2024

New York, US
BFA Communication Design

Hongik University 03.2020 - 06.2022

South Korea
BA Design Convergence

Experience

Design Intern 01.2025 - 03.2025

4ad1, KR

- Assigned to design promotional banners and cards.
- Assisted in creating patterns, formats, and image corrections.

Project Designer 02.2023 - 04.2023

Pratt Institute, US

- Designed a participatory event for exploring resonances.
- Enhanced the project by physical and digital promotions.

Book Designer 10.2022 - 12.2022

Pratt Institute, US

- Comprised the error-style graphic book with text.
- Articulated data about waste management in graphics.

Exhibition Contributor 09.2021 - 12.2021

Hongik University, KR

- Created a new brand, "ne:area" as a designer.
- Designed the identity for the compelling brand.
- Organized digital prototyping for an application.

Marketing & Design Intern 01.2021 - 02.2021

Lucid Promo-Communications, KR

- Strengthened brand identity by improving composition.
- Advised marketing proposals about internal business services.

Achievements

President's List 08.2022 - 06.2024
Pratt Institute, US

Merit Scholarship 08.2022 - 06.2024
Pratt Institute, US

Scholarship 08.2020 - 12.2021
Hongik University, KR

Expertise

Marketing
Social media content, Promotional campaign,
Target analysis, Trend research, Copywriting

Branding
Brand Identity, Logo, Typography, Pattern,
Illustration, Packaging, Promotional video

Software
Adobe Creative Cloud (psd, ai, indd, aep),
MS Office (ppt, word, excel), Figma, Canva

Communication
Critical thinking, Problem solving,
Project management, Cooperation

User Interface & Experience
Interface design (Mobile & Website),
UX strategies, Wireframing, Digital prototyping

Language
Korean (Native), English (Professional)