



Jisoo Hong

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Jisoo Hong is an imaginative and multidisciplinary communication designer with a strong passion for branding design that enhances user experience. She specializes in integrating creative ideas to articulate playful and vivid graphics through persuasive storytelling. In her work, she strives to think differently and visualize new perspectives using familiar objects.

Education

Pratt Institute Brooklyn, NY BFA Communication Design, emphasis on Graphic Design	Aug 2022 - Jun 2024
Hongik University Korea, BA Design	Mar 2020 - Jun 2022

Experience

Design Intern 4ad1, KR Internship for design <ul style="list-style-type: none">Assigned to design promotional banners and cards.Assisted in creating patterns, formats, and image corrections.	Jan 2025 - Mar 2025
Project Designer Pratt Institute, US Project, Clink-Pong <ul style="list-style-type: none">Designed a participatory event for exploring resonances.Enhanced the project by physical and digital promotions.	Feb 2023 - Apr 2023
Book Designer Pratt Institute, US Book, Beyond the Conflicts <ul style="list-style-type: none">Comprised the error-style graphic book with text.Articulated data about waste management in graphics.	Oct 2022 - Dec 2022
Exhibition Contributor Hongik University, KR Exhibition, Sanmaroo (Ridge) <ul style="list-style-type: none">Created a new brand, "ne:area" as a designer.Designed the identity for the compelling brand.Organized digital prototyping for an application.	Sep 2021 - Dec 2021
PR & Design Intern Lucid Promo-Communications, KR Internship for marketing & design <ul style="list-style-type: none">Strengthened brand identity by improving composition.Advised marketing proposals about internal business services.	Jan 2021 - Feb 2021

Achievements

President's List Pratt Institute <ul style="list-style-type: none">Awarded to an executed student with remarkable grades for consecutive semesters.	Aug 2022 - Jun 2024
Merit Scholarship Pratt Institute <ul style="list-style-type: none">Highest level transfer scholarship regarding academic record and portfolio accomplishments upon enrollment.	Aug 2022 - Jun 2024
Co-op Scholarship Hongik University <ul style="list-style-type: none">Commended for outstanding grades for successive semesters.	Aug 2020 - Dec 2021

Expertise

Skills

Branding <ul style="list-style-type: none">Brand Identity, Logo, Typography, Pattern, Illustration, Icon, Packaging, Advertising
User Interface & Experience <ul style="list-style-type: none">Interface design (Mobile & Website), UX strategies, Wireframe work, Digital Prototyping
Publication <ul style="list-style-type: none">Book, Poster, Brochure
Communication <ul style="list-style-type: none">Critical thinking, Problem solving, Project management, Cooperation

Software

Adobe Creative Cloud (Photoshop, Illustrator, Indesign, Aftereffects), Figma, MS Office, Milanote, Miro, Canva

Language

English (Professional), Korean (Native)