

# EDDY, KI TAEK, YOO

Web / Graphic Designer & Animator

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## SUMMARY

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Associate Art Director with 25 years of experience in visual and graphic design and 10+ years of experience in managerial creative position. Supervised the creation and development of 500+ graphic design and visual information projects. Extensive experience in the following areas: interactive media web design, graphic design, video/motion design, advertising, brand development, identity design, and marketing communications.

## STRENGTHS

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### Web / Graphic / Mobile / UI / UX design

HTML5, CSS3 and Front-end web development.

Website design. E-Commerce website design. CMS design.

UI design. Mobile gaming / content design. Infographic design.

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### Email / Banner / Landing page design / AI

Designs & Coding for extensive testing assets. AB-testing creatives for better Click-through rates and Conversion rates.

AI assisted creative design & testing.

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### TV Commercial / 2D & 3D Animated motion graphics

Graphical assets for TV Commercials. Social videos. Viral Videos.

2D & 3D animation & title design. Celebrity promotion videos (Steve Harvey, Marie Osmond and Brad Paisley, etc)

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## EXPERIENCES

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### Associate Art Director

**PCH [Publishers Clearing House]** 📅 April 2013 - Present (11 years 4 months) / Full-time, 40+ Hours/week  
Jericho, New York, United States

- Supervise and collaborate with multi-functional project teams of 10+ colleagues to develop creative and effective advertising and marketing concepts, from ideation through final projects. (e.g., acquisition email/banner/landing page/microsite designs, AI creative design & testing, UI/UX design).

- Created and finalized promotional, testing, social, 2D & 3D motion graphics and viral videos for online and TV commercials according to marketing needs of the company.

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## SKILLS

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Web Design

Graphic Design

Illustration

Video Editing & Design

2D / 3D Motion Graphics

Photo Retouch

UI / UX Design

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AI Creative design / Testing

Conversion Rate Optimization

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HTML5 / CSS3 / Figma

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## EDUCATION

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AAS - Illustration

BFA - 3D Computer Animation  
*Fashion Institute of Technology*

## Art Director / Contracted Full-time Freelancer

eChalk 📅 January 2012 – January 2014 (2014–2016 Freelance) / Full-time, 40+ Hours/week

New York, New York, United States

- Responsible for all company's marketing needs such as banners, web assets, and trade show assets. Design & Development of CMS UI/UX design.
  - Web / Flash design: Corporate website design, banner design.
  - Marketing / Development: CMS content & solution designs, Trade show asset design, etc.
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## Head Graphic Designer

Mozzign 📅 January 2008 – January 2012 (4 years 1 month) / Full-time, 40+ Hours/week

New York, New York, United States

- Responsible for web and flash development. Website construction in e-commerce and e-learning. Wedding album design.
  - Web / Flash design: Website, flash website, flash banner, flash game contents. UI/UX Design.
  - Marketing: Advertisement, AVI movie, animated gif, poster, flier, b-card.
  - Album design: From classic to modern wedding album design.
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## Head Graphic Designer

Skyzone Entertainment 📅 January 2006 – January 2008 (2 years 1 month) / Full-time, 40+ Hours/week

Fort Lee, New Jersey, United States

- Responsible for coordinating and producing for both Production and Marketing dept. art assets that requires computer graphic skills.
  - Mobile game design: Graphic art assets including character, background, stages.
  - Web / Flash design: Website, flash website, flash banner, flash game contents. UI/UX Design.
  - Marketing: Advertisement, AVI movie, animated gif, poster, flier, business card.
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## Lead Graphic Designer

NexTran Group LLC. 📅 January 2005 – January 2006 (1 year 1 month) / Full-time, 40+ Hours/week

Hackensack, New Jersey, United States

- Responsible for all Marketing assets and ATM machine interface, Kiosk design.
  - Web / Flash design: Flash website, banners
  - ATM machine: Interface design, Public Internet Kiosk interface design.
  - Marketing: CI, advertisement, Poster, Newspaper ad, Package design.
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## Technical Graphic Designer

PePe Jeans 📅 January 2004 – January 2005 (1 year 1 month) / Full-time, 40+ Hours/week

New York, New York, United States

- Responsible for men's dept. fashion graphic design as lead graphic designer.
  - Fashion Graphic design: Men's wear fashion graphic design.
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## Senior Graphic Designer

Cubesys.net 📅 January 2002 – January 2004 (2 years 1 month) / Full-time, 40+ Hours/week

Queens, New York, United States

- Responsible for creating, managing and updating websites. Created on-going flash project contents. All marketing and promotion contents design.
- Web / Flash design: Website, flash website, flash banner, flash E-card, flash content.
- Marketing: CI, advertisement, newspaper ad, flier, animated gif, poster, business card, etc.