

mindy park

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www.mindyourminders.com

EDUCATION

University of Illinois at Urbana-Champaign
BFA in Graphic Design

HONORS AND ACTIVITIES

Fine and Applied Arts Student Scholarship
(2003, 2004, 2005)

ACUI Region 9 Graphic Arts Competition
Poster category-1st place (2005)

SOFTWARE

Indesign
Photoshop
Illustrator
Quark
istopMotion
Final Cut Pro
Powerpoint
Keynote

AFFILIATIONS

AIGA
National Public Radio

Bep Consulting | 01.2010-present

DESIGNER

Responsibilities include creating homepage concepts and comprehensive web and mobile experience for clients such as GOP, Good Samaritan, Paradisus Dei and Safco.

Clients - GOP, Good Samaritan, Paradisus Dei, Hyatt and Safco Products

Earlybird Creative | 07.2009-12.2010

DESIGNER

I initiated and lead discussions defining the brand tone and visual style guides for a web based software program with a social network functionality for students K-12. With the goal to promote an enthusiasm for reading, this product would also be used by parents and teachers. Responsibilities also included redesigning the company's brand assets including a new web presence. Additionally, I gained experience in leading and facilitating creative workshops held at Earlybird Creative.

Samatamason | 12.2008-04.2009

DESIGNER

I designed the 2008 annual report in both English and Norwegian versions for Tandberg. I was also instrumental in developing the brand guidelines for Life Care Retirement Communities; I worked alongside creative directors and designers to develop a new identity and related marketing materials to rebrand their existing brand. Other design artifacts include stationery/letterhead and tradeshow handouts for Avizent.

Clients - Avizent, Life Care Retirement Communities, Tandberg

Element79 Partners | 12.2006-11.2008

INTERACTIVE DESIGNER

Responsibilities included designing websites, banner ads, and other web based elements for prestigious clients such as PepsiCo, Quaker and Celebrity Cruises. As an interactive designer, I managed projects from concept to execution while considering specific brand requirements and client needs.

Clients - Celebrity Cruises, Pepsico, Quaker, Tropicana, Zicam

Bagby & Company | 08.2006-11.2006

JUNIOR DESIGNER

Tasks as a junior designer included producing print-based materials, independently and alongside creative leads. Final design products included Sony VAIO print ad, Loyola Stritch School of Medicine's program booklet (including ancillary materials), and IC Corporation's Bus Safety Rules coloring book.

Clients - Gator Grid, Sony, Loyola University, IC Corporation, International Truck & Engine