

Jinyoung Paul Kwak

I am a seasoned graphic designer with over 25 years of experience in creating impactful, trend-driven designs. My expertise spans branding, experiential design, interactive media, and digital solutions, where I combine creativity with strategic insight to deliver captivating results. From designing innovative logos and immersive environments to crafting marketing materials and user-friendly interfaces, I strike the perfect balance between aesthetics and functionality. Known for staying at the forefront of design trends, I have collaborated across diverse industries to create meaningful, engaging experiences that resonate and inspire.

CONTACT

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Jinyoung Paul Kwak

EDUCATION

Fashion Institute of Technology
State University of New York
Major: Graphic Design
Bachelors Degree

PROFESSIONAL EXPERIENCE

Crystal McKenzie, Inc.

1998 – 2024

Senior Designer

Designed Branding, Experiential (Environmental) Design, Exhibition Design, Printed Design, Website Design, Interactive Design

Clients: PANYNJ, MTA, Albany International Airport, Barnard College, Columbia University, Entro Communications Inc., Jumptrading, SOM, and more

Momokawa / MomoHealth

2020 – Present

Freelancer

Branding, Website and Packaging Design

Voved

2013 – 2014

Freelancer

Branding, Mobile Application Interactive Design

Real Media

2013

Freelancer

Branding for an Application, Mobile Application Interactive Design

Liberty Travel

1996 – 1998

Graphic Designer

Designed brochures, posters, flyers, logos, and promotional pieces

B & B Enterprise

1994 – 1995

Freelance Designer

Designed packages, catalog and product. Developed corporate identity

SKILLS

Adobe creative cc, WordPress web development