

DAISY CHANG

Hello! I'm Daisy Chang, a creative and passionate designer from South Korea with 7 years of experience. I'm excited to explore new opportunities and work on fun projects in the design world!

CONTACT

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EDUCATION

Kaywon Art & Design University
Moving Image Design Associate degree
IELTS (English) 7.5
TELC (German) B1

CAPABILITIES

Graphic Design
Video Graphic Design
Video Editing
Filming
Marketing

SKILLS

Adobe Photoshop 
Adobe Illustrator 
Adobe Premier Pro 
Adobe After Effects 
Final Cut Pro 
Google + 
Figma 

WORK EXPERIENCE

KIA, UK *Jan-Feb.2024*
Freelance Project

Led graphic design for Kia UK's Lunar New Year celebration, conceptualizing a fake Korean fried chicken brand with an electric car. Designed the brand logo, and design elements for a videoshoot with chef 'Judy Juu', and worked on motion graphic design of the video, and social media post design for featuring Judy Juu's recipes.

Trading Post, UK *Mar.2023 - Present*
Supervisor

In my hospitality role, I honed my communication skills and showcased my artistic abilities by leading our team to victory in a window display competition.

JS Holdings Group, UK *Dec.2023 - Mar.2023*
Graphic design and Marketing manager

I played a crucial role in elevating the brand presence of 'YORI,' a Korean BBQ restaurant, and the newly launched 'Life Four Cuts' in Soho. Managing the Social Media and Collaborating with influencers and working with Deliveroo, I crafted impressive carousel videos for 'YORI,' highlighting the brand's authenticity and passion for Korean food.

Kakao Entertainment, KR *Jul. 2022 - Feb.2024*
Designer, Assistant Director

Working for a newly established team, I actively contributed to the creation and management of our TikTok channel. With the channel's growth, TikTok approached us for a successful collaboration to promote their live streaming function. Additionally, I took on the role of an assistant director, filming documentaries in rural areas of Korea, casting local individuals and capturing heartwarming relationships between them and their dogs.

CJ Entertainment, KR *Jun.2021 - July. 2022*
content creator

While working for the largest entertainment company in Korea, I actively contributed as a content creator. I gained valuable insights into growing YouTube channels, learned strategic and effective thumbnail creation, and managed the entire content creation process, from scripting to uploading. A standout achievement includes collaborating with Netflix to produce weekly content, where I passionately curated and recommended captivating dramas and films to engage and entertain our audience.