

Eunbee Chang

Graphic Designer / Video Editor

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I believe good design has the power to connect people and inspire joy and creativity.
With a strong international background in branded content, social campaigns, and entertainment,
I consistently deliver impactful work that engages diverse audiences and brings ideas to life.

Experience	Jan 2024	Lunar New Year EV6 Promotion	KIA UK
	UK	<ul style="list-style-type: none">Led graphic design for Kia's sales campaign, across social media, website and newsletter. Chaired meeting with internal clients (e.g. business, PR, marketing team) to gather requirements, brand guideline, governance, comms plan, to perform the digital asset.Supported PR team on PR campaign's digital and offline design. Actively drove the competitor research, created spacial walk-thought thinking, to ensure the retail display, product design was outstanding in front of public and media. The campaign coverage secured in Mirror, Express, Sun and Star online and Kia press office website.Created motion graphics for the final promotion video, using key design assets for brand consistency.	
	Dec 2024	Christmas EV6 Event Installation	KIA UK
		Designed EV3 car wrapping for KIA UK's year-end holiday event display installation, combining Korean traditional patterns with festive elements. Displayed as a symbolic Christmas gift.	
	Dec 2024 -Present	Graphic design & Social Media Manager	Pompoko Ltd
		Managed social media and led overall design for the opening of the second branch of a Japanese restaurant in Brighton. Creating Instagram posts and reels by filming and editing, Increased Instagram followers by 71.4% and successfully increased brand visibility and successfully launched the new site.	
	Aug 2024 -Present	Graphic Design & Video Editor	Croydon Community Energy
		Designed posters, social media posts for community events and created an Introductory motion graphic video for a fund raising. These were created to support B2B business development, community engagement, and to promote the organization's mission to potential partners.	
	Nov 2022 - Feb 2023	Graphic design & Social Media Manager	JS Holdings Group Ltd
		<ul style="list-style-type: none">Led the graphic design for the launch of "Life Four Cuts", a Korean photobooth shop in Soho, London, using Adobe Photoshop, Illustrator, After Effects, and Premiere Pro. Designed social media posts, website, and posters. Established a trendy and youthful brand image, aligning with Korean cultural aesthetics.Produced vertical videos for "YORI", korean BBQ Restaurant, highlighting Korean cuisine and brand authenticity, which were featured on the Deliveroo app and used in YORI's out-of-home (OOH) advertising campaign, aiding in the restaurant's successful market entry.Developed a comprehensive brand logo guideline, ensuring a polished and consistent presentation across all media.	

Freelance Projects

May 2025 -Present	Influencer Marketing Video Edit	
	Edited paid review videos for influencer Panni Andor, developing unique concepts tailored to each clients. Wrote scripts and edited footage to highlight each location's distinctive features and appeal.	
Jan 2024	Product Packaging Design	GOGI Jerky
	Designed culturally authentic and visually engaging Korean-style packaging for a beef jerky product line set to launch across the UK. Guided the overseas client through the creative process using mood boards and iterative drafts. Final design is now pending production for retail release.	
Jul 2022	Graphic Design	Time for Kimchi
	Redesigned the menu for a Local Restaurant in Brighton to improve customer understanding of Korean dishes. Created printed menus with clear visuals and descriptions, and developed a digital menu using Instagram highlights. Collaborated with the owner for a simple, organic design. Enhanced customer experience and increased engagement.	

Experience

South Korea

Jul 2022
- Feb 2023

Assistant Producer & Graphic Designer

Kakao Entertainment

- Contributed to a newly established production team, "Krazy Studio," focused on creating engaging video content for social media and the company's app, "Kakaopage." I re-designed YouTube video thumbnails and created the channel's logo and banner, leading to an increase in subscribers and views.
- Managed a TikTok channel, led to a collaboration offer from TikTok to promote their live streaming feature. Designed channel identity, and created promotional motion graphic video for the live streaming event. Led to Increase of the channel's viewers and subscribers and enhancing the channel's visibility and engagement.
- Designed project proposals for directors, filmed and produced documentary series. I also created animated opening sequences of content. The documentary series gained attention for their emotional depth, showcasing authentic rural stories and strengthening Kakao Entertainment's content portfolio.

Jun 2021 -
July 2022

Content creator

CJ Entertainment

- Edited and scripted videos for the YouTube movie review channel MovMov, Operated as an end-to-end content creator, managing the entire production process—from scriptwriting and video editing to caption writing and content uploads.
- Managed the weekly content series "What to Watch on Netflix?," holding regular meetings with the client to discuss featured titles and key appeal points. The collaboration with Netflix Korea led to significant viewership and high audience engagement, contributing greatly to the channel's success and visibility.
- Produced a Quentin Tarantino documentary trilogy from in-depth research to final polish. Featuring aesthetically pleasing and intuitive motion graphics that aligned with Tarantino's signature style. The series was later aired on the broadcast TV channel 'CatchOn' following strong positive feedback from the client.

2017
-2018

Assistant Producer / Assistant Art director

72 sec TV

- Managed the entire content production schedule and timeline, overseeing all stages from pre-production to post-production. Responsibilities included location scouting, casting, equipment rental, creating storyboards and filming schedules, and collaborating closely with directors during the editing process to deliver the final product.
- Assisted the Art Director by sourcing and purchasing necessary props for each scene, and successfully decorating the filming studio before and during production to support the project's visual goals.

2016
-2017

Video Editor & Graphic Designer

VIVO TV

- Created motion graphics and visual assets for the celebrity podcast show featuring 'Song Eun-i' and 'Kim Sook', widely distributed on Youtube.
- Managed CGI and post-production work for each episode of youtube videos, contributing to the show's humorous and dynamic style.
- Designed promotional materials including event posters, ticket designs, and web pages for BICF (Busan International Comedy Festival 2016) and live stage performances.

Education

Kaywon Art & Design University

Republic of Korea, AD
Feb 2014 - Feb 2016

Skills

Adobe Premier Pro
Final Cut Pro
After Effect

Illustrator
Photoshop
Indesign

Blender
Figma
Asana

Language

English (Fluent / IELTS 7.5)
Korean (Fluent)
Japanese (Intermediate)
German (TELC B1)
Spanish (Beginner)