

SOHEE SEOL

VISUAL & MARKETING DESIGNER

Living and working across Korea, China, Malta, and Germany has made me quick to adapt and comfortable with different perspectives. I bring that openness into the way I collaborate, understand audiences, and approach design.

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02 EXPERTISE

BRAND IDENTITY

MARKETING DESIGN

SOCIAL MEDIA

PACKAGING

TYPOGRPHY

03 EDUCATION

2013.03 - 2017.02

Deajin University

BFA in Fine Art,
Major in Oriental Painting
Minor in Character Design

Language Training

2021.11 ~ 2022.04
ACE English School in Malta

04 SOFTWARE

Advanced

Illustrator, Photoshop, InDesign

Proficient

CapCut, Premiere Pro, Jira, Figma

AI Tools

Midjourney, Leonardo AI, Runway

05 LANGUAGES

Korean Native

English Professional
working proficiency

01 EXPERIENCE

Oct 2025 - Present **FREELANCER - Logo & Brand Identity Design**
Remote

- Developed logo and brand identity systems for clients across various industries.
- Delivered logos, color palettes, typography systems, and brand assets from concept to final files.

2024.10 - Present **YD - Blog Content Marketing & Visual Design**
South Korea · Part-time · Remote

- Published and proofread healthcare-focused blog content.
- Created visual assets supporting hospital marketing campaigns.

May 2022 - Jul 2024 **BLOK FOODS / ISERVE - Graphic designer**
Malta · Full-time · Retail, F&B, and Robotics Industry

- Designed social media content, catalogs, and trade show materials across retail, F&B, and robotics.
- Maintained consistent visual communication across multiple brands.

Nov 2020 - Jul 2021 **HWAYOUNG Corps. - Industrial designer**
South Korea · Full-time · Specialized in Goods & Pet Product

- Designed merchandise, promotional products, and pet accessories.
- Developed products from initial concepts to production-ready designs.

Sep 2019 - Sep 2020 **SUNGWON P&I - Graphic designer**
South Korea · Full-time · Packaging for Pharma, Food & Beauty

- Managed packaging projects across pharmaceutical, food, beverage, and cosmetics brands.
- Prepared print-ready artwork and coordinated projects through production.

Jul 2018 - Nov 2018 **SQ Toys - Industrial designer**
China · Internship · Toy & Character agency

- Supported character product development in collaboration with TY USA.
- Contributed to the production of dolls and baby products.