Hannah Paik

Los Angeles, CA

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PORTFOLIO
www.hpaikdesign.com

WORKING SKILLS

Expert: Adobe Photoshop, Illustrator, Celtra

Proficient: Adobe After Effects, Figma, Microsoft PowerPoint, Google Slides, HTML, CSS

Novice: Google Web Designer, JavaScript

EDUCATION

Art Center College of Design, Pasadena, CA

Bachelor of Fine Arts(BFA),

Graphic Design *08.2003 - 06.2006*

Sung Kyun Kwan University, Seoul, South Korea

Studies in Fine Arts *01.1999 - 11.2002*

AWARDS

Global SMARTIES Awards *2018*

SILVER for mobile gaming
BRONZE for mobile video

LANGUAGES

Fluent in English
Native in Korean

EXPERIENCE

Digital Turbine, Austin, TX | *11.2022 - 06.2025*

Associate Creative Director | *07.2023 - 06.2025*
Art Director | *11.2022 - 07.2023*

- Improved creative and cross-team workflows to help projects run smoother and faster.
- Managed and mentored four designers, supporting their growth and leading campaigns from pre-sale to launch.
- Partnered with sales and account management to brainstorm ideas and create strong creative proposals for clients.
- Researched new ad technologies and led the rollout of new products and features.

Sabio Inc, Los Angeles, CA | *08.2018 - 11.2022*

Sr. Art Director *08.2020 - 07.2022*
Art Director *08.2018 - 08.2020*

- Formulated and executed comprehensive strategies, overseeing the development of all creative units while consistently meeting demanding deadlines.
- Implemented tailored creative solutions aligned with client Key Performance Indicators.
- Conducted in-depth research, planning, and successful implementation of CTV products to drive sales and establish top-selling products.
- Managed marketing materials, social media posts, events, swag items, and email newsletters for three distinct in-house brands.

AdColony (formerly Opera Mediaworks), Los Angeles, CA | *08.2014 - 07.2018*

Technical Art Director *03.2017 - 07.2018*
Sr. Interactive Designer *03.2016 - 03.2017*
Interactive Designer *03.2015 - 03.2016*
Jr. Interactive Designer *08.2014 - 03.2015*

- Conducted monthly training sessions for team members to enhance their proficiency in utilizing the ad platform effectively.
- Led a collaborative project between the creative and development teams to create an internal ad platform, resulting in annual savings of millions of dollars.
- Successfully managed multiple high-pressure deadlines and complex campaigns that required custom coding.

ViSalus, Los Angeles, CA | *10.2011 - 08.2014*

Freelance Graphic Designer

- Provided consulting services for company branding, playing a pivotal role in building brand identities from the ground up.
- Conceptualized and executed compelling visuals for a new product line, contributing to its successful launch.
- Managed design projects in seven different languages, including brochures, packaging, and social media assetsnducted monthly training sessions for team members to enhance their proficiency in utilizing the ad platform effectively.

Possibly Worldwide (formerly Schematic), Los Angeles, CA | *06.2006 - 08.2008*

User Interface Designer
Design Intern

- Designed user interfaces for various TV platforms, including Comcast, Motorola ICE/OCAP, Yahoo! TV, Vongo, TimeWarner Cable, and SanDisk Sansa.
- Collaborated closely with UX designers and actively contributed to significant brand projects, such as Target and Adobe.