

Miro Yoon

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Experiences

Dentsu Creative

Associate Creative Director (February 2023 - Present)

- Entertainment Social Account

HBO

Art Director (August 2020 - February 2023)

- Supervised and lead multi-functional projects teams of 5+ creatives to develop impact ideas for integrated marketing campaigns, from ideation through final projects.
- Directed, reviewed and approved designs, photography, video, audio, and graphics developed by all Creative team members.
- Provided mentorship through constructive feedback, guidance, and constant creative direction.
- Managed design relationships with internal and external creative partners and collaborators ensuring alignment in creative directions.

Senior Designer (July 2017- August 2020)

- Design lead on multiple tent pole campaigns, developing the overall design style for integrated campaigns and successfully keeping design starts throughout holistic campaigns.
- Concepting, strategizing, and executing initiatives within internal cross-functional teams increase collaboration within across larger marketing department.
- Worked closely with production leads to develop efficient processes reducing number of creative members needed per project.
- Set the defined brand quality standards, and act as the final approval on all assets and deliverables.

Designer (June 2015 - July 2017)

- Streamlined design through constant improvements in templates and creation of design guidelines.

Korean Cultural Center of New York

Contract Digital Designer (2016 - Present)

- Designed multiple websites for larger promotional campaigns enhancing client's digital footprint.

Freelancer

Designer (2013- Present)

- Worked with multiple brands and agencies including Hyundai, Kia, Nickelodeon, Verizon and many more to create creative solutions ranging from digital and physical product launch marketing, visual design, brand strategy.

Dextor Productions

Art Director (2012- 2014)

- Conceptualized and developed creative for music videos for YG Entertainment.

Education

School of Visual Arts

Advertising and Graphic Design

Skills

Art Direction
Creative Feedback
Creative Presentation

Team Management
Team Mentorship
Process Growth

Brand Development
Project Strategy
Project Management

Honors

1 Emmy Nomination, 9 Webby Wins, 13 Webby Nominations