



Eunice Ju Young Son

PROFESSIONAL EXPERIENCE

AISLE ROCKET STUDIOS FREELANCE ART DIRECTOR
December 2016 - Present | Palatine, IL

Design Amana's 2016 catalog, featuring their latest kitchen, washer and dryer appliance collection. Conceptualize various moodboards and curate Gladiator® user-generated content for DIY approaches, inspirational lookbook materials and social media presence.

MACLYN JUNIOR ART DIRECTOR
February 2015 - October 2016 | Naperville, IL

Delivered large-scale concepts and visual aesthetic approaches for major brands like Dunkin' Donuts to boutique brands like Argus Brewery and Norton Motivation in the form of billboards, in-store POP, digital presence, including websites and social media and branding identities.

VML FREELANCE GRAPHIC DESIGNER
August 2014 - September 2014 | Chicago, IL

Created various digital assets and visual language for Sears and "Shop Your Way" fall campaigns through social media and other digital outlets.

TRISECT ART DIRECTOR INTERN
June 2014 - August 2014 | Chicago, IL

Directed visual concepts and executed designs for digital and social channels for brands including: Mattel, ConAgra, Slim Jim, and Feeding America.

AVENUE GRAPHIC DESIGN INTERN
February 2014 - May 2014 | Chicago, IL

Designed a variety of digital and print materials for multiple B2B businesses including: Tork, SCA, TC7, and Tosca.

COLLEGE OF ENGINEERING GRAPHIC DESIGNER
August 2011 - August 2013 | Urbana, IL

Created brand, digital and information design for "Engineering Pathways," a transfer program to the University of Illinois' College of Engineering.

AREAS OF EXPERTISE

Illustrator
InDesign
Photoshop
HTML/CSS
illustration
photography
watercolor

Fluent in English + Korean

INVOLVEMENT & ACCOLADES

MOCHI MAGAZINE GRAPHIC DESIGNER
February 2014 - April 2016

Collaborate with writers and photographers with art direction and quarterly issue concepts for digital magazine promoting Asian/Asian-American entertainment and the arts.

"TABLE FOR SHOPAHOLICS"
February 2014 | Yanko Design

Directed videography and product narrative for table design.

Product designers:
K. Choy, Z. Li, H. Kwak

"ANGRYVERSARY ART"
January 2014 | Angry Asian Man Blog

Featured artist in honor of social blog, "Angry Asian Man," in celebrating its tenth year anniversary.

EDUCATION

**UNIVERSITY OF ILLINOIS-
URBANA-CHAMPAIGN**

2013 BFA Graphic Design
2013 Minor Art History
GPA 3.90/4.0

INTERESTS

Serif fonts Runs for a cause
Asian-American studies AAPI advocacy
NPR Code Switch