

Bada Chun

Graphic Designer



Contact



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<https://www.designbybada.com/>

Awards

- SMC High Honors, 2023
- Otis Presidential Scholarship, 2024
- Otis Dean's List, 2024

Skills / Tools

- Communication
- Teamwork
- Time Management
- Word
- Excel
- Powerpoint
- Illustrator
- Photoshop
- Indesign
- After Effects
- Adobe XD
- Figma
- Sketchup

Language

- Korean
- Chinese
- Japanese

About me

Designer who transforms question marks into exclamation points. With a proven track record in elevating brand awareness, I've spearheaded innovative projects such as designing the world's first NFT dispensary store and rebranding a boba store. My expertise lies in understanding design themes, executing designs flawlessly, and bringing innovative ideas to life.

Education

- **A.S of Graphic Design** GPA 3.88
2021 - 2023
Santa Monica College
Specializing in typography and brand design. Academic experience included hands-on projects such as a social activism initiative focused on drug addiction and a natural vitamin branding campaign, demonstrating ability to apply graphic design principles to real-world challenges.
- **Bachelor of Graphic Design** GPA 3.76
2024 - 2026
Otis College of Art and Design
Currently studying Graphic Design at Otis College of Art and Design, specializing in UI/UX Design and Typography. Developing a strong foundation in user research, interaction design, information architecture, and prototyping methodologies. Refining my understanding of typographic principles, including hierarchy, readability, and visual impact, to create engaging and accessible user interfaces.

Experience

- **Graphic Designer** Jan 2024 - Jun 2024
JMT food LLC.
As a graphic designer, I redesigned a boba brand to establish a franchise store with a unique selling point. I revitalized the brand's visual identity, shifted the concept to focus on healthy boba, and implemented a pastel color palette to create a welcoming atmosphere. My efforts culminated in a visually appealing and inviting store design that successfully repositioned the brand and attracted customers.
- **Brand Designer** Jan 2023 - Jun 2023
Bored N Stone
As a lead of brand designer, I spearheaded the creation of the world's first NFT dispensary store. My responsibilities included designing the logo, branding, marketing materials, packaging, and merchandise. To ensure a successful launch, I conducted thorough research on NFTs and the target audience. My efforts resulted in a unique and visually appealing store concept that set a new standard in the industry.
 - Conceived and executed the store's visual identity, including logo, branding, and overall aesthetic.
 - Designed packaging and merchandise to align with the brand's unique concept.
 - Conducted in-depth research on NFTs and the target audience to inform design decisions.