Julian Park

BRAND DESIGNER

Portland, OR
(503) 555-0193
julian.park@email.com
linkedin.com/in/julianparkbrand

Skills

Figma • Adobe Creative Suite
Typography • Brand Design
Brand Systems • Illustrator
Photoshop • After Effects
Motion Graphics • AI Tools

Summary

Brand designer with 7 years shaping visual identities for software and consumer brands, from logo and type systems to campaigns and motion graphics. Builds brand systems in Figma and Adobe Creative Suite and presents work clearly to founders, marketers and product teams, with 18 identities launched to date.

Experience

Brand Designer 04/2023 - Present
Fernhill Software Portland, OR
B2B payroll software company with 280 employees.

- Led a rebrand covering logo, color, typography and photography rules, rolled out to **1,200** customer-facing assets.
- Maintain brand systems in Figma with 150 components, letting marketers build on-brand pages without a designer.
- Produce product launch videos and social cutdowns in After Effects for 4 major releases a year.
- Test AI tools such as Adobe Firefly to draft concept imagery, cutting moodboard time from 2 days to 4 hours.

Graphic Designer 08/2019 - 03/2023
Burnside & Pine Studio Portland, OR
Branding studio for food, beverage and outdoor brands.

- Designed 18 identities for small brands, including logos, packaging, signage and brand design guidelines.
- Built packaging dielines and labels in Illustrator for products sold in 300+ grocery stores.
- Retouched and composited lifestyle photography in Photoshop for 6 seasonal ad campaigns.
- Walked clients through visual hierarchy and composition choices in workshops, winning approval within two rounds.

Design Intern 06/2018 - 09/2018
Alberta Street Studio Portland, OR
Two-person studio designing for local cafes and shops.

- Designed menus, signage and social graphics for 7 cafes and neighborhood shops.
- Drafted 30+ logo concepts that the studio refined into 3 client identities.
- Prepared print files and checked vendor proofs for color and typography accuracy.

Education

Bachelor of Fine Arts 06/2019
Portland State University Portland, OR
Graphic Design