

seulgee hong

sagelydesign.com

Graphic Designer

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ABOUT ME

Hi,
I am a *graphic designer* with a focus on logo design, brand identity, and comprehensive visual branding. I collaborate closely with clients to understand their vision, values, and goals, delivering thoughtful and enduring design solutions that elevate their brand presence.

EDUCATION

BFA in Graphic Design

Savannah College of
Art and Design
Savannah, GA

SKILLS & ABILITIES

Web Design
Digital Storytelling
Print Design
Brand Marketing
Photo Editing
Typography
Proficient
in Photoshop,
InDesign, Illustrator,
After Effects,
XD, Figma

EXPERIENCE

Assistant Creative Director

Urban Hydration-UI Global Brands
2025 - Present in Plano, TX

- Lead creative for packaging, website, email, and brand marketing.
- Oversee photoshoots and campaigns for cohesive storytelling.
- Partner with Sales & Trades teams on in-store structures.
- Develop brand collabs including style guides, packaging & digital.

Freelance Graphic Designer

2023 - 2024 in Dallas, TX

- Brand identity, logo, and packaging design
- Marketing assets across print, digital, and social

Senior Graphic Designer

Fossil Group

2018 - 2023 in Richardson, TX

- Directed creative for digital/print campaigns and web design.
- Led production design for increased brand visibility.
- Maintained brand consistency across touchpoints.
- Managed a junior designer and cross-functional collaboration.

Freelance Graphic Designer

2013 - 2016 in Dallas, TX

- Logo, packaging, and marketing collateral design

Graphic Designer

Amenad

2008 - 2013 in Dallas, TX

- Designed digital content for web, email, and social.
- Led creative concepts from ideation to production.
- Presented ideas in client meetings.