

HANNA BAE

+ (949) 633-4934

hanna210@gmail.com

231 Rockview, Irvine,
CA 92612

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EDUCATION

2003

MASTER'S DEGREE

Seoul National University
Industrial Design, Seoul, Korea

석사

서울대학교

산업디자인과, 서울, 대한민국

SKILLS

- Adobe Creative Suite
(Photoshop, Illustrator,
InDesign, After effect)
- Figma
- UI/UX Principles
- Print Production
- Sketch up
- Wix based web development

ACHIEVEMENT

2024

Coex Exhibition Design
(Product Design & Branding)

2023

BIO International Convention,
San Diego Exhibition Design

PROFILE

Strategic Design Strategist | 20+ Years Exp.

Integrated Design Solutions: From Research-Based Branding to Marketing

Design is not merely about creating 'pretty' results; it is a process of bridging business objectives with user needs. With over 20 years of experience across diverse industries, I solve complex problems through flexible design thinking and strategic insight. I take pride in discovering meticulous solutions by analyzing competitors, observing users, and engaging in hands-on experience. I believe that a designer who understands people best creates the best design.

리서치 기반의 브랜딩부터 마케팅까지 통합 디자인 솔루션

디자인은 그저 예쁜 결과물이 아닌, 비즈니스의 방향과 사용자의 필요를 잇는 과정입니다. 저는 20년의 넘는 기간 동안 다양한 분야를 경험하며, 유연한 디자인적 사고와 통찰력으로 주어진 문제를 풀어나갑니다. 경쟁사를 분석하고 사용자를 관찰하며, 직접 경험을하며 섬세하게 해결책을 찾아가는 것을 좋아합니다. 사람을 가장 잘 이해하는 디자이너가 좋은 디자인을 만든다고 생각합니다.

WORK EXPERIENCE

DESIGN DIRECTOR

B.L. ARTWORKS | 2018.3 - 2025.1

Design Management / Creative Direction (디자인 총괄)
Fashion Brand Branding & Product Design (패션 브랜드 브랜딩 및 제품 디자인)
Online Marketing & Public Relations (온라인 마케팅/홍보)
E-commerce Operations & Management (Online Store 운영)

MARKETING DIRECTOR

Femtobiomed | 2013.10 - 2017.10

Design Management / Creative Direction (디자인 총괄)
C.I / B.I Design
Bio Platform CELLSHOT Product Design
UX/UI Design for Software & Integrated Branding (소프트웨어 UX 디자인 및 통합 브랜딩)
Print & Promotional Material Production (각종 프린트 기반 홍보물 제작)

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ACHIEVEMENT

2022

Creating a Monument
in 88 GOLF CLUB, Seoul

2020

5th Group Art Exhibition

2017~2024

Running an online business on
Naver Smart Store

2017

Brand Launching BLUE LINEN

2011~16

Design Development of POSCO
Heat Recovery System

2011

SmartDrop
{Surface Tension Analyzer}
Product Design / Branding

1998

Gold Prize
Hyundai Motor Company
Design Competition

WORK EXPERIENCE

DIRECTOR OF BRAND & MARKETING

XYVEC | 2011.9 - 2013.9

Heat Recovery System Product Design & Strategic Branding for POSCO
Technical Manual & Promotional Video Production

CEO

BLUEDESIGNWORX | 2004.9 - 2009.9

General Management of International Academic Conferences (국제 학회 행사 총괄)
Academic Society Emblems / Association Logos (학회 엠블럼)
Academic Journals Design (학회지 디자인 및 출간)
Dissertation / Thesis Covers (논문 표지)
Poster Design (포스터 제작)
Presentation / Strategic Pitch Deck Design (발표자료 및 피치덱 디자인)
Book Cover Design and various other projects (북커버 디자인 등 다수)

SPACE / AD / GRAPHIC DESIGNER

FREELANCER 2003.9 - 2009.9

Based in Ann arbor, Michigan, providing interior design, graphic Design and business
advertising services for Korean restaurants, law firms, and accounting offices.

미시간주 앤아버 기반으로 다수의 인테리어 디자인, 그래픽 디자인 및 광고디자인 진행.

MASTER'S PROGRAM

2002. Exhibited at the World Design Congress, COEX (세계디자인대회 코엑스 전시)
2002. Collaborative Research with Samsung Design Team (삼성전자 디자인팀 공동 연구)
2001. Participated in Collaborative Research at the University of Oxford, UK
(영국 옥스포드 대학 국제 공동 연구 참여)