



HALEY KANG

Marketing / Brand Identity Designer

CONTACT

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PORTFOLIO

haleykdesign.com

EDUCATION

B.F.A. Degree
Visual Communication Design

The School of the Art Institute
of Chicago (SAIC)

Merit Scholarship Recipient

SKILLS

Marketing Design
Brand identity Design
Packaging Design
Print Design
Publication/Layout Design
Typography
Illustration
Video editing
Photo editing

Software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effect
Microsoft Word
Microsoft Powerpoint
Procreate

Language

English
Korean

WORK EXPERIENCE

CB2 | Designer, Digital Marketing

2024.01 - Present | Chicago, IL

- Designed the look and feel for major campaigns, including the 2024 Labor Day and 2025 Presidents' Day promotions, developing visual concepts adopted across marketing channels.
- Designed and introduced new email layouts that became part of the team's standard templates for ongoing campaigns.
- Collaborated with cross-functional teams to develop email campaigns from concept through final execution, aligning product, marketing, and merchandising needs.
- Contributed to the onboarding and implementation of Movable Ink, helping establish workflows and best practices for dynamic email production.
- Supported the onboarding of a new designer, providing guidance on email production workflows and Movable Ink usage.

SHOPAKIRA | Graphic Designer

2022.08 - 2024.12 | Chicago, IL

- Led the creative development and execution of 700+ email campaigns. Leveraging customer segment data and email dashboard KPIs, drove double-digit year-over-year improvement in both sales and open rates through audience-targeted design.
- Partnered in developing AKIRA's first brand key, establishing visual principles and standards for color, typography, and photographic layouts adopted across the brand.
- Designed evergreen email campaigns and advertising templates for Google and Meta, establishing standard formats used across campaigns.
- Partnered with a Senior Designer to conceptualize and produce print assets, including posters, signage, and event promotions, distributed to 35+ stores nationwide.
- Collaborated with the Social Media team to create static and video content that increased engagement and helped grow the account to over 1M followers.
- Developed creative concepts and marketing assets for the Holiday collection, including lookbooks and advertisements, contributing to a 30%+ year-over-year increase in revenue.

Office for Civic Solutions | Graphic Design Intern

2021.06 - 2021.08 | Seoul, South Korea

- Designed and implemented 10+ evergreen presentation and report templates, establishing standardized materials for client-facing communications.
- Built presentation decks and visual materials to support client meetings and project reviews.

Anc1.5 | Graphic/Fashion design Freelance

2020.11 - 2021.01 | Seoul, South Korea

- Led the company's rebranding project, developing a new logo and signature graphics adopted across current collections.
- Designed 10+ illustrations and graphic assets for the final lineup of the 2021 Winter/Spring collection.

LEE SANGBONG | Graphic/Fashion Design Intern

2020.05 - 2020.07 | Seoul, South Korea

- Designed graphics for apparel and accessories for the 2020 Fall/Winter Collection, with 5 designs featured in the collection and 10+ designs submitted for patents.
- Led the rebranding project for 'The Blue Tree Foundation,' a partner non-profit organization, redesigning the logo, key brand illustrations, and merchandise.