

Jiwon Leem

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SOFTWARE

Photoshop
Illustrator
Premiere
Autodesk Maya
Zbrush
Figma
Sketch
Processing

SKILLS

Illustration
Drawing
Character Design
Story boarding
Sketching
Motion Design
Video Editing
3D Modeling
HTML/CSS
Brand Design
UI/UX
Arduino

PROJECTS

Worry Reservoir | Art exhibition **AUG 2020**
Painted 13 drawings about diverse ways of releasing worries with Oriental ingredient.
Created own 'Worry Reservoir' world to explain people reducing stresses through physical ways.

Once Upon a Tower | Game Art Designer, 5 in a Team **MAR 2020 ~ MAY 2020**
Designed and created every visual assets at game project using Photoshop.
: Character design, GUI, logo, background & concept art, pattern design etc.

One Bad Day | Game Production **NOV 2019**
Developed a villain joker training game based on the movie 'the Joker(2019)'.
Created every art assets and game code through Processing program.
: game character movement, game opening/ending scene design etc

BUSTAJA | Web UI/UX Designer **MAR 2019 ~ MAY 2019**
Created main concept of page, and designed UI layouts of user input pages.
Developed ways to easily update each users timeline through visual ways.

Lovster Hotel | Game Art Designer & Director **SEP 2018 ~ DEC 2018**
Created game characters movement, concepts and also designed opening scene form of
2d animation through Photoshop. Directed multiple endings of game through
managing story line.

micro & MECRO Space, How the tree got its white bottom | Comic Artist **APR 2018**
Created and published comic with 14 artists on the theme of 'space'.
Created 1 page comic, story about tree fairy's adventure

EXPERIENCES

THE HYUNDAI DEPARTMENT | Culture Manager(HRM) **DEC 2022 ~ CURRENT**
Implemented ESG management through company-wide donation campaign, resulting
in the delivery of 6 million KF94 masks to 3 different foundation caring for vulnerable people.
Increased employees participation through unifying posters and campaign supplies design.

Rebranded whole new concept of 'Culture Maker'(who volunteer for company culture leaders)
to increase participation and ultimately change vertical working atmosphere
: Logo, Slogan, Brand identity, Poster etc.

THE HYUNDAI DEPARTMENT | Sales Manager **MAR 2021 ~ NOV 2022**
Delivered 10% increase in offline sales by implementing targeted customer promotions such as
Cellab FESTA(+43%) and provided personalized golf VIP customer care including one-point lesson.

EDUCATION

SEOUL NATIONAL UNIVERSITY **MAR 2016 ~ AUG 2020**
Bachelor of Oriental Painting & Information Science Computer (GPA : 3.62)

HONGIK UNIVERSITY **MAR 2015 ~ FEB 2018**
Bachelor of Oriental Painting (GPA : 3.02)