

KAYLA YOO

Visual Designer with a keen eye for detail and a unique artistic vision tailored to digital marketing, social media, and the entertainment industry. Proficient in designing digital, print, 2D/3D motion graphics, AR Interaction, & electronic sound. Passionate about bringing creativity and innovation into various design projects, works featured on prominent media platforms.

SKILLS

Adobe Creative Suite, Figma, Blender, Celtra, Sailthru, Wordpress, Etsy, p5 Javascript, Spark AR, Ableton Live, Cricut, TouchDesigner, MadMapper, Branding, Social Media Marketing, Bilingual in English & Korean

EDUCATION

NYU TANDON SCHOOL OF ENGINEERING

Integrated Design and Media
M.S. Candidate 2027

SVA COMPUTER ART C.E.

UX in Advertising, Design Portfolio,
Advanced After Effects

CUNY MANHATTAN

Multimedia Programming & Design
(A.S., Honors)

BERKLEE COLLEGE OF MUSIC

Electronic Production & Design
(B.M.)

INTERACTIVE DESIGNER

LONG ISLAND CITY, NY 11101



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EXPERIENCE

NEW YORK POST

Interactive Designer

MARCH 2022- PRESENT

- Creating custom mobile & desktop advertisements, social media content, 2D animations, e-blasts, branded content for clients such as ABC, Apple TV+, Hulu, Bravo, Bloomingdale's, Saks, New York State & many more
- Conceptualizing & producing marketing collaterals design (Digital, Print, 2D motion, AR) for NY Post Studios

BED BATH & BEYOND

Freelance Social Designer

MAY 2021- MARCH 2022

- Designing static & motion agile paid social creatives for the company's paid social media & display advertisements
- Producing creatives that are featured on the company's official Facebook, Instagram, and Pinterest accounts

MUSIC CHOICE

Lead Multimedia Designer

JAN 2017 - OCT 2020

- Developing visual concepts and designs for On Demand, Enhanced TV, original shows & campaigns
- Designing broadcast video graphics, advertising panels & banners for platforms including TV channels, Internet Enhanced set-top box, web & mobile apps, & social media
- Creating customized presentation decks, on/offline marketing collaterals for B2B partnerships such as Comcast, Verizon, DirecTV, and Billboard Music Awards
- Collaborating with the Engineering team for MC Plus Web/Mobile Streaming App & designing UI elements
- Directing/shooting/retouching artist portraits (J.Lo, Selena Gomez, Jonas Brothers, Dua Lipa, BTS etc)

MAGNETIK LLC.

Associate Graphic Designer

JUNE 2016- DEC 2016

SHAZAM, LLC

Creative Services Intern

SEP 2015- DEC 2015