

# Eunsol Jo

GRAPHIC DESIGNER

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## CAREER SUMMARY

Dynamic and results-driven professional with a proven track record of success in brand design and e-commerce management. With a customer-centric approach and strategic design thinking, I have spearheaded initiatives to enhance brand visibility and drive sales across multiple channels. From leading Amazon's Enhanced Brand Content (EBC) strategy to managing e-commerce websites and executing rebranding efforts for US market platforms, I have consistently delivered impactful results.

## WORK EXPERIENCE

**Senior Graphic/UX/UI Designer** | Shineflow, Seattle

June, 2020 - Present

### Amazon Enhanced Brand Content (EBC)

- Produced captivating thumbnail images and A+ content, demonstrating a customer-focus approach and leveraging strategic design thinking to enhance sales.
- Developed ad campaigns, including Sponsored Branding (SB) and Sponsored Branding Video (SBV), to increase brand awareness and improve click-through rates.
- Created brand stores, strategically showcasing brands to engage customers and highlight hero products.

### E-commerce Website Building & Management

- Led the development and management of e-commerce websites, prioritizing customer-focused user experiences and ensuring alignment with brand guidelines.

### Rebranding for US Market Platforms

- Directed photoshoots to boost sales on Amazon's US channel, while setting visual branding guidelines to effectively communicate brand identity and values.
- Developed comprehensive content plans for social media channels, particularly Instagram (IG), leveraging strategic design thinking to drive brand awareness and loyalty.

### Hiring & Managing a Design Team

- Oversaw recruitment and led a talented design team, nurturing collaboration and instilling a focus on customer obsession and strategic design thinking.
- Conducted regular one-on-one sessions with designers, providing personalized guidance and support for professional development while ensuring alignment with brand standards.

## EDUCATION

**Bachelor of Fine Arts - Graphic and Web Design**

The Art Institute of Seattle

Graduated 2018