

CREATIVE DIRECTION

# JIN PARK

CREATIVE STRATEGY

JINFONICS@GMAIL.COM  
2NDCANVAS.COM

CONCEPT DEVELOPMENT

ART DIRECTION

**CREATIVE DIRECTOR**  
**DEUTSCH INC. NEW YORK, NY 3/12 - PRESENT**

GALDERMA, OUTBACK STEAKHOUSE, MICROSOFT, TNT, GO DADDY, MILK PEP

BRAND DEVELOPMENT

PROVIDING STRONG CREATIVE LEADERSHIP TO MARQUEE CLIENTS WITH CREATIVE TEAMS, ACCOUNT MANAGEMENT, ART BUYERS, AND PRODUCERS. WON CANNES BRONZE, ACIP, AND THE WEBBY AWARDS FOR TNT "MOB CITY". CREATED ONE OF THE MOST TALKED ABOUT SUPERBOWL TV FOR GO DADDY.

TALENT MANAGEMENT

BRANDING EXPERIENCE

BRANDING & IDENTITY

**ASSOCIATE CREATIVE DIRECTOR**  
**TBWA\CHIAT\DAY NEW YORK, NY 6/08 - 2/12**

ACCENTURE, ABSOLUT, MICHELIN, ALLI, VONAGE

TELEVISION

CREATED GLOBAL LAUNCH OF ACCENTURE 360 INTEGRATED CAMPAIGN. COLLABORATED WITH SWEDISH HOUSE MAFIA FOR "ABSOLUT GREYHOUND" MUSIC VIDEO THAT GARNERED A 100 MILLION PLUS VIEWS ON YOUTUBE.

PRINT ADVERTISING

RETAIL ADVERTISING

OUTDOOR ADVERTISING

**SENIOR ART DIRECTOR**  
**TBWA\CHIAT\DAY NEW YORK, NY 4/05 - 5/08**

SPRINT, NEXTEL, ABSOLUT, HOTELS.COM, NIVEA, SNICKERS

INTERACTIVE ADVERTISING

MANAGED AND CREATIVELY EXECUTED THE HIGH VOLUME AND FAST TURN AROUND SPRINT AND NEXTEL RETAIL ACCOUNT FROM TELEVISION TO INSTORE BRANDING. PRODUCED 2-4 TV SPOTS/MO WITH 10+ PRINT AND DIGITAL EXECUTIONS

CREATIVE PLANNING

DIGITAL STRATEGY

**SENIOR ART DIRECTOR**  
**GILLESPIE NEW JERSEY 1/04 - 3/05**

GLAXO SMITH KLINE, RCN

INTERGRATED MARKETING

SOCIAL MEDIA

PRODUCED MEMORABLE DTP/OTC CAMPAIGN FOR PAXIL

AMBIENT ADVERTISING

**FREELANCE ART DIRECTOR**  
**CHEIL COMMUNICATIONS AMERICA NEW JERSEY 9/02 - 11/03**

SAMSUNG

CONTENT STRATEGY

MOBILE MARKETING

EXECUTED IMPACTFUL TV/PRINT FOR SAMSUNG MOBILE, CONSUMER ELECTRONICS, HOME APPLIANCES

INTERACTION DESIGN

DIRECT MARKETING

**SENIOR ART DIRECTOR**  
**DIGITAS LLC NEW YORK, NY 8/00 - 6/02**

AMERICAN EXPRESS, ANN TAYLOR, CROWN ROYAL

PACKAGING

CREATED BRAND FOCUSED ROBUST WEBSITES AND INNOVATIVE DIRECT AND EMAIL MARKETING

NEW MEDIA

EXPERIENTIAL

## EDUCATION

GRAPHIC DESIGN

NEW YORK UNIVERSITY, CERTIFICATE PROJECT MANAGEMENT 5/99

SCHOOL OF VISUAL ARTS, MFA INTERACTIVE MULTIMEDIA 5/97

TYPOGRAPHY

SCHOOL OF VISUAL ARTS, BFA ILLUSTRATION 5/95