



Matthew Park / @kasinblack

Contact

Mobile: +1 (630) 776-0124
Email: kasinblack@me.com
Twitter/Instagram:
@kasinblack
URL: kasinblack.com

Portfolio

kasinblack.me

password: Pa\$sword

Skills & Proficiencies

Adobe Creative Suite
(Illustrator, InDesign Photoshop)
Working knowledge of HTML,
JavaScript and Flash
Pre-press operations/production
Excellent written and verbal
communication skills

Languages

Korean (bilingual);
Biblical Hebrew, Koine Greek
(limited working)

References

Available upon request

Education

Bachelor of Arts (BA) Theology, Minor in Digital Media at Andrews University | **FALL 2003 – SPRING 2008**
Honors in Humanities (English, History & Religious Studies)
Biblical Hebrew | Adventist Colleges Abroad (ACA), Athens Study Center in Glyfada, Greece | **SUMMER 2007**

Work Experience

Strategic Design & Management (consultant), k as in blac(k)

JANUARY 2015 – CURRENT

- Provide artistic direction and support (e.g., imagery, iconography/infographics, presentation) alongside critical design thinking and visual narrative for clients in conjunction with insight/strategic framework, messaging and integrated whole-system thinking/mapping
- Clients include: Anheuser-Busch InBev (www.ab-inbev.com), GREATS Brand (www.greats.com), NBCUniversal: CNBC (www.cnn.com), Tapad, Inc. (www.tapad.com), United States Postal Service (www.usps.com)

Presentation Designer (freelance, special project), Content Innovation Agency, NBCUniversal

JANUARY 2015 – FEBRUARY 2015 (2 MONTHS)

- Create internal presentation/Powerpoint deck and assets (infographics, source imagery) in collaboration with client solutions and news research/marketing for CNBC with attention to CNBC Business Day and CNBC Prime

Graphic Designer (full-time freelance), Consumer Healthcare, Retail Strategy & Skincare at Global Strategic Design Office, Johnson & Johnson

NOVEMBER 2012 – DECEMBER 2014 (2 YEARS 1 MONTH)

- Create packaging and assets for various brands across Johnson & Johnson global Consumer Healthcare (CHC) and Skincare (beauty/baby) sectors in collaboration with marketing and brand teams
- Point person for design collaborations between decorative BAND-AID wound care (compromised skin) franchise and global licensors, including but not limited to: Disney/Disney Junior, Lucasfilm (Star Wars), HIT Entertainment (Thomas & Friends), Marvel (Avengers Assemble/Spider-Man), Nickelodeon (Dora & Friends), Peanuts Worldwide LLC and Sanrio (Hello Kitty)
- Played an integral, team-lead role in global product line extension for Listerine Whitening (Healthy White), launched in Q1 2014
- Provide updates to both global BAND-AID/Listerine style guide documents to include region-specific product variants (e.g. J&J First Aid in Pacific, Shoyu Green Tea in Asia, Naturals in North America)
- Release template files for various regions including, but not limited to: North America, LatAm (includes collaboration with the 2014 FIFA World Cup™), APac (Australia) and EMEA (UK)
- Liaise with vendors for illustrations and renderings
- Prepare comps for executive design reviews and artwork mechanicals for release (production)
- Additional brands include: Carefree, Compeed, Desitin, Johnson's Baby, Neosporin, Neutrogena, o.b., REACH, Rogaine and Splenda

Stylist Assistant, Kisha C. Jones

SEPTEMBER 2012 – OCTOBER 2012 (2 MONTHS)

NYLON México (Noviembre, cover & editorial—with rap recording artist Kreyshaw'n)
Photographer: Saulo Villela (www.saulovillela.com)

NBCUniversal

Johnson & Johnson

NYLON



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Freelancer to Stylist Assistant (Mollie Maguire, Mel Eligon), William Graper
SEPTEMBER 2012 – SEPTEMBER 2012 (1 MONTH)

- ELLE Brasil (Novembro, cover—with Bond girl Bérénice Marlohe of Skyfall)
- What's Contemporary, Timeless by Patrick & Victor Demarchelier (<http://www.whatscontemporary.com/patrick+victordemarchelier/>)
- Vente-Privée USA



Fashion Market Intern, Glamour Magazine, Condé Nast
MAY 2012 – AUGUST 2012 (4 MONTHS)

GLAMOUR



Design Manager (full-time salaried employee, direct report to Vice President, IMC), Office of Integrated Marketing & Communication (IMC), Andrews University
AUGUST 2010 – MAY 2012 (1 YEAR 10 MONTHS)

- Define and uphold the brand of the organization through the management/production of print and media deliverables (including web graphics and campus-wide flatscreen display announcements)
- Direct and delegate tasks to contract designers/freelancers including art direction/hiring offsite studio photographers
- Supervise junior designers/design interns
- Oversee project workflow from concept development to production in collaboration with both internal/external clients, domestic/international vendors, marketing personnel and project manager

Print Communication Designer (full-time salaried employee), Design & Strategy, Office of Integrated Marketing & Communication, Andrews University | FEBRUARY 2009 – AUGUST 2010 (1 YEAR 7 MONTHS)

Graphic Designer (freelance), Office of Integrated Marketing & Communication, Andrews University
MAY 2008 – FEBRUARY 2009 (10 MONTHS)

Design Intern, Division of Enrollment Management, Andrews University | AUGUST 2006 – MAY 2008 (1 YEAR 10 MONTHS)

Marketing Studio Assistant, Marketing Studio, Division of Enrollment Management, Andrews University
MAY 2004 – DECEMBER 2004 (8 MONTHS)

Teaching Assistant (TA), Systematic Theology & Ethics, Department of Religion & Biblical Languages, Andrews University | AUGUST 2007 – MAY 2008 (10 MONTHS)

Clerical Assistant, Executive Administration, Department of Religion & Biblical Languages, Andrews University | JANUARY 2007 – MAY 2008 (1 YEAR 5 MONTHS)

Impact Team Member, Visual Merchandising, Abercrombie & Fitch (Oakbrook, IL)
AUGUST 2006 – MARCH 2007 (8 MONTHS)



8 months | 5 years, 10 months (total 6 years 6 months)