

# YESEON KANG

[yeseseonkangdesign.com](http://yeseseonkangdesign.com)

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## Education

Pratt Institute  
Class of 2023

## Bachelor of Communication Design Psychology Minor

President's List 2018–2022  
International Merit Scholarship  
GPA3.8/4

## Experience

Pratt Institute  
Jan 2023 – Present

### Digital Art Resource Assistant

Working at a resource center in Digital Art Department. Assisting professors and students when they need any tools or other resources for their artwork.

LG Hausys  
Jun 2020 – Aug 2020

### Graphic Design Intern

Designed a brochure and updated their website to introduce new products. Assisted in designing virtual tour of their first online model house.

Nan Art Studio  
Jun 2019 – Aug 2019

### Art Assistant

Assisted students in developing their own portfolios from ideation to actual college application process.

## Involvement

General Motors  
Aug 2022 – Dec 2022

### Design Lead

Worked in partnership with GM to explore CX concepts that project ten years into the future – using the 2024 Buick Wildcat EV as brand platforms.

Kick Off Exhibition  
Dec 2022

### Selected Participant

Participated in a exhibition hosted by Pratt and FIT. Collaborated with a friend to create the artwork, which was successfully sold out.

Pratt PIKS  
Aug 2019 – May 2022

### Design Team

Designed a poster for events in and out of campus. Collaborated with student associations in other universities at New York to organize workshops.

## Skill

### Design/Software

Adobe CC	Graphic Design	Branding
Figma	UX/UI Design	3D Modeling
Cinema 4D	User Research	System Thinking
Blender	Interaction Design	Concept Design