

Jay Jemin Park

Design Lead · Brand Systems · Product Design · Ships Code with AI

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Multidisciplinary designer working across brand, product, and video. I lead the global design team at EO Studio, a startup and tech media company working out of Seoul and the San Francisco Bay Area, where I set creative direction across product, media, and brand. I design the systems and then build them myself: with Claude Code I take work from Figma to live production code, and I shoot and cut the films that run on top of it.

EXPERIENCE

EO Studio

San Francisco Bay Area & Seoul · eo.team

Global Design Lead

Feb 2026 – Present

Promoted through three roles in two years. Founded EO's first dedicated design team: two designers plus a freelance production roster.

- Leading EO's **company-wide 2026 rebrand**, in progress. As the company expanded globally the existing identity stopped carrying it, so I am rebuilding the mission, verbal identity, and visual system from the ground up.
- Designed EO's expansion beyond YouTube into a full media company, including **EO Magazine** and the **eo.team homepage**, which I built and shipped end to end myself with Claude Code.
- Set creative standards across product, media, and company-wide work, aligning design with content and business goals.
- Pulled motion assets that had been scattered across projects into a **single template library**, so the team can pick up motion work and ship it immediately instead of rebuilding it each time.
- Manage external production vendors across **20–30 outsourced productions a year**, from sourcing and briefing through review and delivery.

Designer, Project Manager

Mar 2024 – Feb 2026

- Owned the structure and design of **EO Magazine** and ran it as project manager with two engineers and an editor, shipping fixes and deploys myself with Claude Code.
- Built **Veda**, an internal LLM-powered CMS that summarizes, structures, and drafts articles from multi-hour founder interviews, later extended into the booking and scheduling system behind EO House.
- **Media partner to RLWRLD**, owning every video and visual produced for them and running a **200-person event** for them in San Francisco. Directed motion, brand systems, and pitch assets on other client work including TwelveLabs.
- Designed and built the YouTube thumbnail pipeline: request intake, automatic ticketing, deadlines, and nightly archiving to a searchable media library. Still in production.
- Produced brand films end to end, solo: pre-production, shooting, edit, motion, and delivery. Shot on location in Seoul, San Francisco, and New York, including Figma, Amplitude, and Anthropic. Designed the **United Korean Founders** identity for a global founder community.

Content Producer Intern

Dec 2023 – Mar 2024

Motion graphics for corporate IR video production. Ran interviews and filming sessions with startup and corporate CEOs.

Hyundai Motor Group / UI Designer, Softeer Bootcamp

Jul – Aug 2023

Improved the user flow of the Build Your Own Car configurator and the Hyundai Connected Car app.

RebuilderAI / UX/UI Design Intern

Jun – Aug 2022

Ran usability testing on a new 3D-scanning product and reworked the UI from the findings.

Intelligent Interaction Design Lab, Hongik University / Researcher

May 2021 – Jun 2022

UX research on industry–academic projects: Samsung Electronics Multi-View TV UX (team lead), NAVER next-gen search and dark mode. Moderated interviews and eye-tracking.

EDUCATION & PROGRAMS

Hongik University, BA Industrial Design

Feb 2024

2023 Seoul Design 2023, Young Designer, DDP exhibition with ROYAL & CO.

SKILLS

Design	Figma, Photoshop, Illustrator · brand and design systems, product and web design
AI & Code	Claude Code, design through production deploy · LLM-backed internal tooling · Next.js, React, Tailwind, Git, Vercel · Midjourney and Kling in client delivery
Video	After Effects, Final Cut Pro · motion graphics · on-location shooting
Language	Korean (native) · English (professional working: daily production, client, and team comms)