

BOWON HWANG

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Portfolio: (web) www.bowonhwang.com & (social) www.instagram.com/nocucmbrplz

Native in Korean, Fluent in English, Intermediate in German, Beginner in Spanish.

PROFESSIONAL EXPERIENCE

Nov 2023 – Present

Freelance Creative Producer (Seoul, South Korea)

Event / Still / Film Producer

- Oversee the production, management and delivery of campaign content assets and events

Nov 2021 – Nov 2023

Nike Korea (Seoul, South Korea)

Brand Creative Operations Specialist

- Responsible for studio management and creative production within the Seoul Brand Creative Studio
- Manage the entire production process of AV, print, and digital assets, including the input and maintenance of campaign status ensuring internal sources of truth reflect current, accurate, and most up-to-date status for campaigns & assets
- Serve as a main point of contact for creative operation-related communications, ensuring effective exchange of campaign milestones, assets and deliverables
- Plan and execute brand campaign assets on all channels, including Nike.com, Nike activity apps, social, integrated media and retail stores
- Oversee end-to-end creative operation including asset planning, production, campaign timelines and budgets management
- Build content creative strategies / plans by supporting creative director, art director, editorial director, narrative manager, and designer
- Oversee project budgets and establish contracts with creative partners; working directly with creative director and Nike APLA brand creative operations manager and producer

May 2021 - Nov 2021

Nov 2019 - May 2020

Cheil Worldwide HQ (Seoul, South Korea)

Brand Experience Producer

- Responsible for all levels of brand experience campaign production; develop holistic and integrated ATL and BTL creative plans and execution for each campaign; including in/exterior design, OOH and digital content (still / film / motion / graphic)
- Manage project schedules, production, vendor communication, budgets and logistics
- Oversee all design and content changes to projects to ensure accuracy, consistency, and quality at all stages, ensuring all assets are on-brand

Aug 2020 - May 2021

Sonolee Design Studio (Seoul, South Korea)

Creative Manager & Designer

- Responsible for project management and spatial/visual design within Sonolee Design Studio; from developing overall project delivery schedule, managing external vendors/freelancers, establishing brand design strategy, visualizing in/exterior/graphic design, content production (still & motion)

EDUCATION

Oct 2017 – Feb 2019

Goldsmiths, University of London (United Kingdom)

MA Design Expanded Practice

Mar 2012 – Feb 2017

Yonsei University (South Korea)

BS Industrial Design

SKILLS

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|------------------------|------------|----------------|-----------------|
| • Adobe Creative Suite | • Figma | • Coupa | • 3D Rhinoceros |
| • Final Cut Pro X | • Airtable | • SAP workflow | • V-Ray |
| • Capture One | • Keynote | • Photography | • Sketch Up |
| • Microsoft Office 365 | • Pages | • KeyShot | • Auto CAD |