Eunice Hong

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EXPERIENCE

Archetypal | May 2023 – Present

Jersey City, NJ (Remote)

Freelance Designer

- Create new identity systems and expand upon existing ones for clients ranging across B2B SaaS, B2C, CPG food/hospitality, data and wedding services industries
- Execute end-to-end brand identity and strategy process including research, multiple concepts, refinement, style guide and final assets
- Provide design support for clients on marketing campaigns, social media assets, presentation design and content marketing
- Juggle multiple projects under tight deadlines while incorporating director and client feedback

Greenhouse Software | June 2015 – May 2023

New York, NY

Senior Brand Designer, Dec 2017 – May 2023 (Reduction in force)

- Managed multiple design projects simultaneously, ensuring timely handoff and adherence to deadlines, working closely with stakeholders to define project scope, goals, and deliverables
- Oversaw rebranding effort, crafted templates and resources for company-wide use, implemented web brand portal/guidelines, defined best practice processes for the Creative Team
- Presented monthly onboarding sessions for new hires to drive awareness and education around brand guidelines
- Worked closely with C-Suite level executives to design decks for presentations
- Established a summer intern program, providing guidance and support to facilitate their professional growth and development

Brand Designer II, Nov 2016 – Dec 2017

- Created and applied identity systems for Greenhouse Open and Roadshow events to design immersive brand experiences, resulting in healthy attendance rates, positive attendee feedback, and generation of new leads
- Designed marketing materials including digital ads, email and landing pages, infographics, ebooks and case studies to drive brand awareness and sales growth

Graphic Designer, June 2015 – Nov 2016

- Developed event branding and guidelines for inaugural OPEN conference, oversaw production of event design assets and set up of event space, created swag and collateral designs, and built deck templates for speakers
- Collaborated with marketing, product, customer success and sales teams to brainstorm and execute designs for a B2B SaaS audience across SMB, Mid-Market and Enterprise segments that meet business objectives
- Applied core brand elements consistently across collateral and enforce brand standards across departments

EDUCATION

Parsons The New School for Design
A.A.S. in Graphic Design
Aug 2011 – Dec 2012, New York, NY

Summer Intensive Studies in Graphic Design
Summer 2011, New York, NY

Carleton College
B.A. Studio Art
Sept 2005 – Jun 2009, Northfield, MN

PROFESSIONAL DEVELOPMENT

General Assembly
Front-End Web Development
Feb 2019 – Mar 2019, New York, NY

ADDITIONAL ROLES

Jadehouse ERG
Founding Leadership Council member
Jan 2022 – Dec 2022, Greenhouse Software

SKILLS

Design

Brand identity + strategy	Layout
Logo + icon design	Handlettering
Illustration	Event design
Typography	Print production
Photo editing/retouching	

Digital

Responsive web design	Video storyboards
HTML + CSS	Wireframing
Accessible design	Email design
Presentations/decks	Social media design

Tools

Photoshop	Webflow	Asana
Illustrator	Framer	Trello
InDesign	Craft CMS	Powerpoint
After Effects	Ceros	Google Slides
Figma	Stensul	Pitch