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Professional Summary

Seasoned Video Editor & Motion Designer with over five years of experience across sports, automotive, and entertainment media. Adept at blending storytelling with sleek motion design to deliver impactful visuals across digital platforms. Collaborated with brands such as Toyota, Kia, the University of Florida Gators, Travel+Leisure, and Vu Technologies, bringing creative concepts to life from idea to final delivery.

Work Experience

Travel + Leisure Co. Video Editor & Motion Designer

SEPTEMBER 2025 - PRESENT

- Designed and executed video deliverables including event recaps, promotional spots, television advertisements, and brand commercials; elevating visual branding and ensuring timely delivery of all digital content assets across platforms.
- Collaborated with in house production teams to build, develop, and execute branding strategies and content asset packages for key clients and initiatives - focusing on travel & hospitality, tourism, and lifestyle; enhancing brand identity and ensuring post-production consistency across all multimedia platforms and marketing promotions.

Toyota/Kia Video Editor, Motion Designer & Social Media Manager

MAY 2025 - AUGUST 2025

- Developed and delivered viral vertical videos for ads, telemarketing, and social media. Produced over 200 short-form videos for Toyota and Kia dealership campaigns, leading to a combined 5M+ views across YouTube Shorts, Instagram Reels, and Facebook.
- Designed and implemented a comprehensive video editing pipeline to elevate Toyota and Kia's brand identity using Adobe Premiere and After Effects; decreasing turnaround time by over 45% and reinforcing each car brand's unique style and presence in automation.
- Collaborated with marketing and creative teams to produce high-impact promotional content and execute seasonal promotional campaigns (\$5K Over Kelley Blue Book and Summer Sales campaigns). Increasing lead generation and online traffic by millions and attracting thousands of new followers to each brand's respective pages.

Digital Worlds Institute Video Editor, Motion Designer & Operations Assistant

DECEMBER 2024 - MAY 2025

- Created various video and motion graphic assets for video marketing distribution on social media and designed digital media assets for live events, production demos, promotional campaigns, and branded content.
- Led the development of new educational curriculum focused on LED volume wall technology, helping train students and professionals in virtual production workflows and industry best practices for digital studio work.
- Managed and facilitated studio operations for independent short films, commercial shoots, and agency-driven productions by coordinating space usage, scheduling, and technical setup to ensure smooth production workflows for visiting creatives and teams. [SEE HERE](#)

Freelance & Contract Experience

Jaya Creative, UF Gators & Various Studios Video Editor & Motion Designer

NOVEMBER 2024 - PRESENT

- Designed high-impact visual assets and video packages, including custom LUT packs and motion graphic templates while handling all other aspects of post, including footage ingestion, multi-camera synchronization, sound cleanup, color grading & correction, VFX, and final exports.
- Captured footage and executed narrative-driven video deliverables for private clients and small businesses, including live events, promotional content, social media highlight reels, and personal milestones.
- Crafted branding and event materials for major clients including DJ Lagway, Adobe, and Vu, ensuring visually compelling and engaging videos. [SEE HERE](#)

Education

University of Florida
Bachelor of Arts in Digital Arts and Sciences
Cumulative GPA: 3.9
Summa Cum Laude

Skills

Video Editing, Motion Design, In-Camera Visual Effects (ICVFX),
2D Animation, Premiere Pro, After Effects, DaVinci Resolve,
Adobe Illustrator, Adobe Photoshop

Accolades & Accomplishments

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| University Of Florida's College of the Arts Dean's List | 2022-2025 |
| Virtual Production Club (VPC) Public Relations Officer | 2024-2025 |

Languages

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| English - Native Proficiency |
| Korean - Professional Working Proficiency |