



# HYE SEONG MARGARET TAE

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## OBJECTIVE

To secure a Photo Retoucher position, leveraging advanced image editing skills, attention to detail, and a commitment to delivering exceptional results.

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## EXPERIENCE

***P.I. Art Center*** - Fort Lee, New Jersey

Photography and Photoshop Instructor (Part-Time) | August 2017 to Present

- Teach classes on 'Contemporary Issues in Photography' and 'Photoshop'.
- Develop and implement curricula for the courses.

***Splashlight*** – New York, NY

Senior Retoucher | August 2023 to Feb. 2024

- Retouch fine jewelries and on model images to client (David Yurman)'s standards.
- Control the quality of all retouched images.

***United Nation Department of Economic and Social Affairs*** – New York, NY

Graphic & UXUI Designer | August 2023 to November 2023

- Build mock-up webpage on online training courses, accommodating design specified by the Project team.
- Research and accommodate technical constraints.
- Construct visual design of the mock-up following UN website guidelines.
- Present mock-up design versions to Project team and lead communication.
- Provide a proposal for technical realization of the webpage. Develop dissemination materials (brochure, banner and email template).

***US Crystal Inc.*** – Fair Lawn, New Jersey

Photographer / Graphic Designer | August 2021 to September 2022

- Conducted beauty product and still-life photoshoots, managing the entire process from conceptualization to final image production for promotional campaigns.
- Optimized shot images through retouching, color correction, compositing, and background changes for magazine ads, e-commerce websites, social media, and print marketing materials.
- Directed graphic design projects for online and printed marketing materials, product packaging, company website, and social media domains.

***AsianMart (dba H Mart New York)*** – New York, New York

Design Team Manager | January 2020 to July 2021

- Played key role in launching the company's online store by creating the visual layout of the website and producing photo images of the products sold in the webstore.
- Created both online and print marketing materials utilizing various graphic design techniques for promotional campaigns.
- Produced 1-2 minute video clips for social media advertisements, overseeing the entire production process from storyline creation to shooting and editing.
- Managed and organized over 5,000 digital assets on the server, creating categories and implementing file-naming conventions.
- Led team of designers and interns, evaluating individual works and driving teamwork throughout projects.

***PourTua Inc.*** – New York, New York

Photographer / Web Director | April 2013 to April 2017

- Produced jewelry product images from studio setup to final retouching, showcasing them in catalog, website, blog and magazine advertisements.
- Designed and produced marketing materials such as website banners, magazine advertisements, email newsletters, catalogs, and brochures.

***Wedding Group One*** – New York, New York

Photographer | September 2008 to June 2010

- Creatively directed location and studio photoshoots for diverse ceremonial events, such as weddings, bar mitzvahs, christenings, baptisms, and cultural rites.

- Conducted post-production processing, including image retouching, color correction, and designing prints for albums, postcards, and calendars.

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## EDUCATION

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**Pratt Institute** – Brooklyn, New York

BFA Photography | May 2006

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## CERTIFICATIONS

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- Google UX Design Specialization – Coursera (June 2023)
- Web / Graphic Design – InfoServe Technology Institute (Queens, New York) (2008 / 2009)

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## SKILLS & TOOLS

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- Digital Photography | Photo Retouching | Image Editing | Graphic Design | UX Design
- Adobe Creative Suite (Photoshop, Lightroom, Illustrator, InDesign, Bridge, After Effect, XD) | Capture One | Figma | Microsoft Office | Google Docs | Google Classroom | Shopify