

# HYO KYUNG PARK (KYO)

Digital Content Creator

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## PERSONAL STATEMENT

I am a Seoul-based graphic designer and digital content creator from London, United Kingdom, with a strong foundation in fine arts. My expertise spans graphic design and interactive digital media, with a focus on blending aesthetics and functionality to create impactful visual experiences.

With professional experience at Meta as a Spark AR Partner and previous roles in social media management and creative direction. My technical skills include Adobe Creative Suite, Blender, JavaScript, and Spark AR, allowing me to craft innovative and immersive content across various platforms, including AR filters for Instagram, TikTok, and Snapchat.

Passionate about pushing creative boundaries, I aim to develop visually compelling and interactive designs that engage audiences in meaningful ways. Whether through branding, motion graphics, or digital experiences, I strive to merge creativity with technology to bring ideas to life.

## DESIGN SKILLS

### 01 Computer

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe After Effects  
Adobe Premiere Pro

JavaScript (p5js)  
Blender (3D)  
AR (Effect House / Lens Studio)  
AI Prompting for Creative Generation

### 02 Knowledge

Art direction.  
Typography.  
Logo Design  
Image editing.  
Video editing.  
UI / UX Design.  
Generative Design.  
Photography.  
Digital printing.  
Illustration

## LANGUAGE SKILLS



## EDUCATION

- 2012  
Fine Arts.  
Seoul Arts High School (서울예술고등학교), Seoul.
- 2014  
A-Level - Fine Arts, Fashion Design & Photography.  
Mander Portman Woodward (MPW), London.
- 2015  
UAL Foundation Diploma illustration & Graphic Design  
Chelsea College of Art (CCW), London.
- 2016 - 2018  
BA (Hons) Graphic & Media Design. (A-)  
London College of Communication (LCC), London.

## WORK EXPERIENCE

- 2019  
Intern (Social Team)  
Dazed, London
- 2020-2021  
Social Media Manager  
PopulAR, Brussels
- 2022-2024  
Spark AR Partner / Content Creator  
Meta (Previously Facebook), London
- 2025-Now  
Social Media Content Manager  
Mies & Louis (Interior Design Studio), Seoul

## FREELANCE PROJECTS

- AR (Instagram, Tiktok, Snapchat) development
- 2021-2023  
Prada  
Champion  
Esprit  
Loewe  
88rising  
Ami Paris  
Vidcon with Meta  
Coachella  
Serato

### Art Direction

- 2023-2024  
Marc Jacobs Outernet Installation  
BBC Earth with Unit 9 Ltd.