Eva Song
Brand Designer + Marketing Specialist
Los Angeles, CA
evasong.info
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EDUCATION

09.2019 – 04.2023
ArtCenter College of Design, Pasadena, CA
Bachelor of Fine Arts in Illustration with an emphasis in Motion Design

EXPERIENCE

04.2026 – 11.2026
BiBi / Brand Designer + Marketing Specialist

- Own brand design and visual assets, including website banners, email graphics, and promotional materials, plus photo editing
- Run weekly Mailchimp and Faire wholesale email campaigns with a 30% open rate, driving $25–30K in Faire sales each campaign week
- Use AI tools (Gemini, Higgsfield, MotionCast) to create on-model product images and social video without new photoshoots
- Upload 100–130 new products biweekly and manage catalog pricing, inventory, and Photoshop color variants
- Run FashionGO front page ads and apply SEO to boost keyword visibility; track sales and traffic to optimize product placement

07.2023 – Present
Freelance / Brand + Web Designer

- Celita & Co: leading a website redesign and Lightspeed online shop
- Limón Pérsico: bilingual brand website with photo, video, and SEO
- Bullbop: brand identity and website for a Korean BBQ food truck
- Woobofood: websites for its Purunchon, Lechi, and Ocean Snack brands
- SquareOne: website and launch materials for a fashion resale marketplace
- Interscope Records: illustrated Billie Eilish tour merch, sold globally

01.2025 – 06.2026
Twitch / Content Creator + Affiliate

- Built and executed a multi-platform content strategy across Twitch, TikTok, and YouTube; grew Twitch to 10K followers
- Partnered with a top-streamed game publisher on promotional campaigns; produced viral short-form videos (TikTok 1M+, YouTube 500K+ views)

03.2024 – 12.2024
WARP / Digital Marketing Specialist

- Worked directly with the co-founders to lead the marketing and revenue teams: ran regular meetings, assigned and oversaw tasks, and kept deadlines
- Designed the website, landing pages, and business decks; led campaign design
- Ran weekly HubSpot and Klaviyo campaigns; outbound sales emails averaged a 20% open rate, booking meetings that became customers
- Grew the company LinkedIn from 18K to 25K followers with social and B2B content: press releases, case studies, and graphics

SKILLS

Design
Illustrator, Photoshop, InDesign, Figma, Adobe XD, Procreate, Lightroom

Motion + 3D
After Effects, Cinema 4D, Redshift, Arnold, Octane, Premiere Pro, Media Encoder

Marketing + web
Mailchimp, Klaviyo, HubSpot, Google Analytics, Wix, Webflow, Canva, CapCut

AI
ChatGPT, Claude, Gemini, Midjourney, Higgsfield, MotionCast

Craft
2D and 3D animation, motion graphics, graphic design, illustration, digital painting, typography, GIFs and stickers, and sculpture

Language
Fluent in English and Korean

RECOGNITION

01.2023 – 04.2023
ArtCenter Student Gallery

- Shampoo Bar: Motion Design, 3D Animation
- Soundtrack Your Life: Sequential Design, Logo Reveal

09.2019 – 04.2023
ArtCenter UG Scholarship

07.2015 – 09.2017
President Obama's Volunteer Service Award
Gold (100+ hours)