

NIYA KOH

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WORK EXPERIENCE

D'Addario

June 2025 – Present

Graphic design intern

Brooklyn, NY

- Execute merchandise design from concept to delivery while adhering to brand and campaign guidelines.
- Edit and add subtitles to product videos
- Assist in creating dynamic visuals for various social medias under the brand

Amazing Weddings and Events (Awe by Kerry)

April 2025 – Present

Graphic designer and event intern

NY

- Design and build displays, invitation suites, and mood boards based on clients' needs
- Assist at weddings, including set-up of venue, decoration, and serving guests

Pratt Institute Laser Cutting Lab

Nov 2024 – May 2025

Assistant

Brooklyn, NY

- Responsible for regular maintenance of laser cutters at Pratt Institute's rapid prototyping lab
- Assisted students with scheduling appointments, laser cutting designs, optimizing settings, setting up Adobe Illustrator files, and operating equipment
- Demonstrated to students how to use the machine properly during lab certification sessions

Graphic Designer

Jan 2024 – May 2025

Freelance motion and graphic designer

Hybrid

- Animated brand assets for www.buildingnewbonds.com, including presentation assets, looping GIFs, website wallpapers, and promotional Instagram reels
- Assisted in the design and animation of promotional materials for a New York City-wide Kpop dance competition hosted by K-Pulse dance studio, including the branding, logo, posters, program, and backdrops

Aura Dance Crew

Nov 2023 – May 2025

Production Lead/Video Editor

Brooklyn, NY

- Directed and held feedback/editing sessions with production team concerning dance films and AURA photoshoots
- Managed merchandise production, overseeing the process from design to delivery
- Provided art direction, concept ideation, and edited Youtube thumbnails to promote on social media

Behind Cloudnine

2019 – 2024

Business owner

West Lafayette, IN & remote

- Designed and illustrated various products including enamel pins, t-shirts, jewelry, bags, and plushies.
- Sourced and communicated with both local and overseas manufacturers, creating tech packs and choosing material
- Logged production quantities and calculated expenses with Google Sheets
- Designed and posted content for Behind Cloudnine on Instagram, amassing 18.5k followers in 2023.
- Created mock-ups, photographed, and touched-up products
- Worked with instagram influencers and advertised products through Instagram reels and Tiktoks
- Set up products on Shopify, Etsy, and BigCartel, and ensured reliable communication with customers, accruing more than 1k 5-star reviews on Etsy.
- Identified fashion and merchandise trends in Kpop industry and fan community to further the brand's artistic vision
- Managed shipping logistics for both domestic and international customers using Shipstation

A Round Entertainment

Jan – May 2024

Graphic Design Intern

Remote

- Created promotional graphics and pitch material for Chinese and Korean-based entertainment events
- Worked in the UX/UI design team for a real estate start-up using Figma
- Revamped and organized onboarding presentation for new hires

Ashford Media Group

June – Aug 2023

Graphic Design Intern

Remote

- Created both still and moving graphics for various clients of AMG, including the moving logo for *True Chicago*

EDUCATION

Pratt Institute

2021 - 2025

Bachelor of Graphic Design

Brooklyn, NY

- **GPA: 3.965**
- 1 of the 2 students selected to study at **Musashino Art University** (Tokyo, Japan) in spring 2024
- attended **Pratt Munson** (Utica, New York) for freshman and sophomore year

SKILLS

Adobe Creative Suite - After Effects, Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom; Figma; Canva; Cargo; Shopify; Etsy; Shipstation; Dragonframe, Google Workspace - docs, slides, sheets; Microsoft Suite; Procreate