

# Summer Park

Portfolio: [www.summerjin.com](http://www.summerjin.com)

5241 Center Blvd, Long Island City, NY 11101

jinizzuru@gmail.com

929 884 0358

## SUMMARY

Multi-disciplinary visual and UX/UI designer with 6+ years of experience designing intuitive interfaces and engaging brand visuals across mobile apps, websites, and social media. Specialized in crafting visual identities, UI systems, and motion content that connect with audiences and drive growth. Proven ability to lead end-to-end design, from concept to delivery, with strong experience in Figma, Adobe Creative Suite, and storytelling through design. Founder of MiuuStudio, with 228K+ Instagram followers and 1.5M+ app downloads.

## PROFESSIONAL EXPERIENCE

### MiuuStudio | Founder & Creative Director (Remote) | Oct 2022 – Present

- Built a full brand identity from scratch, including logo, visual language, character design, and brand tone.
- Created high-performing social content (static, motion, and interactive), reaching up to 12M views per post.
- Designed and maintained e-commerce storefronts on Shopify and Etsy, handling all visuals, UX, and marketing design.
- Launched and branded the Miuu Note app, designing UI and promotional assets, leading to 1.5M+ organic downloads.
- Engaged with community through comics, animation, and storytelling, fostering brand loyalty and fan culture.

### Flight Centre Travel Group | Visual Product Designer (Toronto) | Jun 2021 – Mar 2023

- Redesigned booking flows for flight, train, hotel, and car products to enhance usability and clarity.
- Created responsive wireframes and UI designs in Figma for both desktop and mobile experiences.
- Developed scalable design components and specs aligned with the company's evolving design system.
- Collaborated with PMs and developers via Jira and Zeplin to ensure smooth delivery and QA.
- Improved CSAT from 6.9 to 7.5 by simplifying the booking interface and pricing structure.

### Home of Hot Taste | Social Media & Marketing Coordinator + Server (Toronto) | Dec 2023 – Mar 2025

- Established and grew the restaurant's Instagram with strategic visual content and Reels.
- Produced promotional posters, videos, and influencer campaigns that helped increase foot traffic.
- Designed seasonal menus and in-store campaigns that boosted sales by an estimated 20%.
- Provided warm, attentive service as a server, contributing to positive guest experiences.

### Fastsigns | Graphic Designer (Toronto) | Jul 2015 – Sep 2019

- Crafted branded print & signage designs for local businesses, helping them establish a consistent visual presence

## SKILLS & TOOLS

### Design Expertise:

- UI/UX Design
- Visual Design
- Brand Identity
- Content Creation (Static & Motion)
- Social Media Design
- Responsive Layouts
- Wireframing & Prototyping

### Tools:

- Figma
- Illustrator
- Photoshop
- After Effects
- Premiere Pro
- Canva
- Procreate

## ACHIEVEMENTS

- Built @Miuustudio from 0 to 228K+ followers with a post reaching 12M+ views
- Launched Miuu Note app with 1.5M+ organic downloads
- Created the company's design system at Flight Centre, unifying UI across booking platforms
- Awarded Best Designer at Flight Centre for outstanding product design

## EDUCATION

- Seneca College – Diploma of Interactive Media Design, GPA 4.0 (2020–2021)
- NAIT College – Graphic Communication (2014–2015)