

Jukyoung Hahm-Newson

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PROFESSIONAL EXPERIENCE

JUJU CREATIVE, McLean, VA

Founder & Creative Director September 2020 to Present

Founded and lead an independent creative studio specializing in brand identity, packaging design, and visual strategy for CPG brands. Partner with startups, established manufacturers, and agencies to create compelling consumer experiences from concept through production.

Selected Clients: Procter & Gamble, Del Real Foods, Villa Roma Sausage Company, Califia Farms, CHPL, Hyperquake, goDutch

- Lead brand identity, packaging design, social and campaigns for national and emerging CPG brands.
- Develop strategic creative concepts, packaging systems, and visual identities that strengthen shelf presence and drive consumer engagement.
- Direct projects from research and concept development through consumer testing, design refinement, photography, and production.
- Collaborate with marketing, consumer insights, structural packaging, and print production teams to deliver successful product launches.

LPK Inc, Cincinnati, OH

Design Director | September 2015 – December 2019

Senior Designer | April 2013 – September 2015

Designer | November 2010 – April 2013

Led branding and packaging design for global consumer brands including Always, Tampax, Olay, Herbal Essences, Gillette, Tyson Foods, Planters, Folgers, Smucker's, Uncrustables, Pyrex, Beautyr-est, Corona, and many others.

- Led multidisciplinary creative teams in developing brand strategy, visual identity, and packaging design.
- Created award-winning design concepts that became retail packaging for global consumer brands.
- Directed photography and video productions supporting product launches and brand storytelling.
- Presented strategic creative solutions to clients and collaborated with cross-functional teams throughout the innovation process.
- Mentored junior designers and fostered creative excellence across project teams.

Museum of Science and Industry, Chicago, IL, USA

Graphic Design Intern, June 2009 to December 2009

- Designed graphics for featured artist exhibitions

Designesprit, Seoul, Korea

Graphic Designer, March 2006 to April 2007

Clients: KT Corporation and LOTTE

Software Adobe CC: Illustrator, Photoshop, Indesign, Acrobat, Keynote, Microsoft Office

EDUCATION

School of the Art Institute of Chicago, Chicago, IL

August 2008 to May 2010

Master Degree of Fine Art in Visual Communication

HanYang University, Seoul, Korea

March 2001 to February 2005

Bachelor of Fine Art in Graphic & Package Design

AWARDS

2004

- **Special Selection at the Brand Idea Public Subscription Exhibition for Agriculture**
Awarded by the Ministry of Agriculture and Forestry, Seoul, Korea

2003

- **Korea National Package Design Competition**
Awarded by Korea Package Design Association
- **Special Selection, International Communication Design Public Subscription Exhibition**
Awarded by Korea Communication Design Association

EXHIBITIONS

2010

- **Are We Satisfied?**, SAIC Graduate Thesis Exhibition, Sullivan Galleries, Chicago, IL
- **Fred A. Hillbruner Artists' Book Fellowship, Joan Flasch Artists' Book Collection**, Chicago, IL

2007

- **The Third United Design**, Jordan
- **The Synergy Effect of Korean Design**, Seoul, Korea

2004

- **[Title]**, Undergraduate Exhibition, SeJong Galleries, Seoul, Korea

LANGUAGES

English, Korean