

# MIN JEON

Multidisciplinary Creative — Photography · Film Direction · Brand Design

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## EXPERIENCE

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### Freelance Photographer & Creative · San Francisco / Seoul

2022 – Present

- Directed and photographed album cover and promotional imagery for a K-pop group's forthcoming release, commissioned by Daisy Music (2025, pre-release as of 2026)
- Directed and photographed the official album cover for K-pop indie duo SAERA × SER!N (Daisy Music, 2023); shot on location at a school set, with imagery released across Spotify, YouTube Music, and major streaming platforms
- Product photography for Daisy Music's Christmas concert merchandise line (T-shirts, mugs, posters); led creative direction for the merch visual identity (2022)
- Direction of K-pop artist SER!N's official music video "Happy Birthday To You" end-to-end; storyboarding, concept development, on-set direction, and cinematography as a paid commercial production (Daisy Music, 2022); executed with a two-person crew over a five-hour studio shoot
- Shot key art and poster photography for web drama productions by Pecan Film (now Studio Egg, 142K+ subscribers), a Korean YouTube studio whose top titles have reached 3M+ views; delivered promotional stills used across YouTube thumbnails, official posters, and fan meeting materials (2022)
- Served as lead photographer for K-pop indie artist CHAE LUA's music video "Love on Loop"; produced insert stills cut directly into the official MV alongside promotional imagery for artist channels and press release (All Blue Records, 2022)

### Visual Designer · Sungkyul University, Industrial-Academic Cooperation Group

Aug 2020 – Aug 2022

- Designed visual assets and interface elements for the Metaverse Sensory Homepage - a research output of the Cultural Frame Big Data Research Institute, a government-funded AI initiative at Sungkyul University

### Product Design Intern · Eisai Korea Inc.

Jun 2021 – Aug 2021

- Contributed to the SAY project (a personalized AI assistant for elderly users), developed through an industry-academic partnership between Eisai Korea Inc. and Chung-Ang University
- Led user research with elderly participants, scenario dialogue planning, and four rounds of technical design iterations shaping the conversational flow and interaction model

## EDUCATION

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### Chung-Ang University · B.A. in Art & Technology — Valedictorian

Mar 2020 – 2024

Coursework completed Dec 2024 · Degree conferred Feb 2026

## SKILLS

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**Creative** Photography (digital + film) · Music Video Direction · Art Direction · Brand Identity · Product Photography · UX/UI Design

**Tools** Adobe Creative Suite (Photoshop, Premiere, After Effects) · Lightroom Classic · Figma · HTML CSS · JavaScript

**Languages** Korean (native) · English (fluent)