

Petra Hwang

Brand Designer | Marketing & Brand Systems

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Profile

A versatile, hands-on Brand Designer with over 11 years of experience bridging brand identity, B2B SaaS product marketing, and digital execution. Specializing in creating scalable visual systems and grab-and-go templates, I empower cross-functional teams to execute independently without sacrificing brand integrity. I bring a systems-driven mindset, deep technical fluency across Figma, Webflow, and the Adobe Creative Suite, and a passion for crafting cohesive, high-converting digital and physical touchpoints.

Experience

Lead Designer — Studiotra

Toronto | May 2021 – Present

- Lead brand and marketing design execution for clients ranging from startups to enterprise organizations.
- Design campaign assets across digital marketing channels including paid media, email marketing, social media, and web.
- Develop reusable brand templates and design systems that enable marketing, sales, and internal teams to create on-brand materials independently.
- Produce landing pages and web assets in collaboration with developers and marketing teams.
- Design sales enablement materials including presentations, one-pagers, and product storytelling visuals.
- Create scalable brand guidelines and asset libraries that ensure visual consistency across campaigns, web, and product marketing.
- Deliver digital and large-format assets including event collateral, booth graphics, signage, and promotional materials.
- Partner with cross-functional teams including product, marketing, and engineering to execute brand initiatives and product launches.

Graphic Designer — Rouge Media

Toronto | Feb 2019 - Feb 2021

- Contributed to the execution of a comprehensive company rebrand, shaping key digital assets and marketing collateral.
- Partnered closely with marketing and sales teams to develop clear, impactful visual materials for North American markets, ensuring strict brand alignment.
- Streamlined sales workflows by producing scalable presentation templates.

Senior Graphic Designer — Paran Tours

Toronto | Mar 2018 - Dec 2018

- Streamlined production workflows by creating and templating a wide array of marketing materials in a high-velocity environment.
- Collaborated directly with the technology team to elevate the brand's online presence and digital footprint.
- Delivered comprehensive digital and print-ready assets, spanning large-format collateral, brochures, and campaign materials.

Graphic Designer — Vision Inside Inc.

Seoul | Oct 2012 - Jan 2017

- Collaborated on the strategic redesign of the primary brand identity and developed highly scalable subsidiary brand systems.
- Partnered extensively with development teams on UI design to ensure smooth implementation and consistency across all digital touchpoints.

Certifications

User Experience (UX) Design, Google

Visual Elements of User Interface Design, CalArts

Education

Media Art and Design, Induk University (Seoul, KOR) | 2014-2017

Graphic Design, Lasalle College (Vancouver, CA) | 2014-2015

Fine Arts, Korean Arts High School (Seoul, KOR) | 2011-2013

Core Competencies & Technical Skills

Design & Web: Figma, Webflow, WordPress, Adobe Creative Suite (Illustrator, Photoshop, InDesign), HTML/CSS, UI/UX Design.

Video & Motion: After Effects, Premiere Pro, Motion Graphics, Video Editing.

Workflows & Project Management: Canva Template Creation, Asana, Cross-functional Collaboration, Systems-and-Template-Driven Frameworks.

Marketing Deliverables: Landing Pages, Presentation Decks, Social Carousels, Large-Format Signage, Swag & Merch, B2B Campaigns.