ANGELA KWON

Experiential Graphic Designer | Illustrator | Brand Designer

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PROFESSIONAL SUMMARY

Multidisciplinary Experiential Designer with 7 years of experience transforming brand stories into engaging physical environments. Brings together strategy, spatial storytelling, and visual design to create meaningful connections between people, brands, and place. Expertise spans concept development, environmental graphics, visual identity, and wayfinding from ideation through implementation.

EXPERIENCE

STANTEC | *Atlanta, GA* Aug 2025 - Present
Experiential Graphic Designer

- Lead experiential graphic design scopes for large-scale higher education, children's healthcare, and government projects, shaping visual concepts around user needs, project narratives and architectural context.
- Collaborate with architects and interior designers to integrate graphics, illustration, and spatial storytelling into built environments through design studies, visualization, and client presentations.
- Explore materials, finishes, digital displays, and emerging products with manufacturers to evaluate opportunities for physical and digital integration within built environments.
- Maintain design intent through fabrication and installation by coordinating with project teams and fabricators, reviewing prototypes, and conducting site observations and punch walks.

PAGETHINK (Acquired by Stantec) | *Atlanta, GA* Jan 2023 - Aug 2025
Experiential Graphic Designer II

- Translated cultural research and regional context into environmental graphic concepts for confidential international government projects, exploring materials and finishes to reflect the identity and character of each location.
- Advanced design concepts into construction documentation, producing design packages for CD submittals and supporting execution through RFIs and construction administration.
- Collaborated directly with clients during live working sessions, incorporating feedback and refining concepts in real time.

EYP (Acquired by PageThink) | *Atlanta, GA* Sep 2019 - Jan 2023
Experiential Graphic Designer I

- Developed environmental graphics, illustrations, and spatial storytelling concepts for projects including Orlando Health Jewett Orthopedic Hospital and University of Maryland's IDEA Factory during schematic design and design development.
- Translated project narratives, brand identities, and architectural context into visual concepts through research, ideation, hand sketching, graphic studies, and design iterations.
- Collaborated with senior designers and architectural teams to integrate experiential graphics and wayfinding systems into pediatric healthcare environments.

VMLY&R | *Atlanta, GA* Jun 2018 - Aug 2018
Creative Intern

- Supported the creative team in developing brand campaigns and digital experiences for client initiatives.
- Participated in concept exploration, research, and design production across multidisciplinary creative projects.

SELECTED PROJECTS

International Embassy Project (Confidential - NDA)
Confidential Location | Government | 20--
Conceptualized environmental graphics for a secure international embassy, balancing cultural relevance, spatial identity, and the functional requirements of a government environment.

Intermountain Primary Children's Hospital - Larry H. & Gail Miller Family Campus
Salt Lake City, UT | Healthcare | 2025 IIDA Georgia Chapter Best of the Best Awards - Best of Healthcare (> 20,000 SF)
Integrated environmental graphics and visual storytelling within an existing signage system to support a cohesive patient experience.

Georgia College & State University - Andalusia Interpretive Center
Milledgeville, GA | Higher Education | 2025 Georgia AIA Design & Honor Awards
Created interpretive and exhibition graphics translating the history and legacy of Flannery O'Connor into visual storytelling.

AREAS OF PRACTICE

Experiential Design: Environmental Graphics, Illustration, Concept Development, Spatial Storytelling, Visual Storytelling, Material Exploration, Graphic Design, Brand Experience, Wayfinding, Signage Systems, Design Production, Cross-Functional Collaboration
Software: Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office Suite, Bluebeam, SketchUp, SignAgent

EDUCATION

Rhode Island School of Design | *Providence, RI*
Bachelor of Fine Arts, Illustration