

ZOE YERA

Editorial and Publication Designer

New York State native | Currently in Busan, South Korea
zoeyerawork@gmail.com | +82 010 2154 2886 | zoeyera.com

SUMMARY

Editorial and publication designer with 7 years in educational book publishing and instruction, including 3.5 years directing a complete curriculum redesign built as a scalable editorial publishing system in Adobe InDesign. Designed covers and interiors for a 48-book workbook series selling 200+ copies per publication cycle, and prepared print-ready digital files for commercial printers. SCAD BFA. Passionate about book design, typography, and giving stories the right home on the page.

CORE SKILLS

Book Cover Design, Interior Book Layout, Typesetting, Typography, Editorial Design, Print-Ready Digital Files, Prepress File Preparation, Printer Handoff, Adobe InDesign (Paragraph Styles, Character Styles, GREP Styles, Master Pages), Adobe Photoshop, Adobe Illustrator, Mac Environment, Template Systems, Illustration (Clip Studio Paint), Design Research, Cross-Functional Collaboration, Deadline-Driven Production

EXPERIENCE

Curriculum Director and Designer, Leaders Academy

Busan, KR | Jan 2023 – Jun 2026

- Transformed the academy's reading curriculum into a scalable editorial publishing system by directing book research and curation, design, and production across four differentiated reading tracks spanning 48 titles
- Designed covers and complete interiors for the 48-book workbook series, producing files in Adobe InDesign with a template-driven workflow (paragraph, character, and GREP styles; master pages) that kept output consistent across every volume
- Built the workbook series into a standalone revenue stream, releasing four titles per two-month publication cycle and selling 200+ copies per cycle while maintaining high production standards and materials budgets
- Prepared and delivered print-ready digital files to commercial printers, managing prepress specifications from layout through final handoff
- Designed presentation templates and supplementary materials (worksheets, assessments, teaching slides), creating reusable visual systems that instructors adapted across lessons and programs
- Partnered cross-functionally with a literary specialist and instructional designer on content and lesson development, incorporating iterative feedback into revised layouts each cycle
- Onboarded and trained the teaching team on the redesigned program, standardizing delivery through Google Classroom

TEFL / Humanities Instructor

South Korea | Feb 2019 – Mar 2022

- Taught English literacy and humanities to early learners aged 5 to 7, building reading confidence through differentiated daily instruction
- Designed differentiated lesson plans and learning materials, and prepared students for international school admissions interviews, achieving consistently high acceptance rates

EDUCATION

Savannah College of Art and Design (SCAD)

2014 – 2018

Bachelor of Fine Arts (BFA), Game and Interactive Media Design