

JAMIE YOO

SENIOR BRAND DESIGNER



EDUCATION

Bachelor, of Industrial Design

@ Mar 2011 - Feb 2013
University of Seoul

Web Developer Certificate

Overall front-end languages: React JS, Javascript, CSS, HTML
@ Nov 2020 - Jun 2021
Ezen Academy

UX/UI Specialist Certificate

@ Mar 2013- May 2013
Korea National Design Institute

EXPERIENCE

TEMPO AUSTRALIA

@ Nov 2021 - Present
Graphic and Brand Designer
Frenchs Forest, NSW

As a responsible designer for Aldi Bauhn brand, creating and suggesting design based on specific design guide-lines from Samsung, Aldi and Google, etc.

Creation of packaging design, product labelling, user manuals and quick start guides for TV, Audio and assorted electrical products mass produced for sale in Australia.

Conception of new brands, visual identity, product photography and marketing materials including environmentally sustainable options.

Creation of supporting point of sale, website marketing assets and brochures for retailers to aid in sales and promotions.

YOUTH DESIGN AGENCY

* Working as a freelancer designer

@ Aug 2019 - Jul 2021
Graphic Designer
Sydney, NSW

Responsible for designing innovative creative solutions for clients on all areas of design such as branding, logo, packaging, print advertising, brochures and online materials.

Working across the full process from creative ideation in design briefs to finished output: printing or online publishing.

DIVAS BEVERAGES HOLDINGS LTD

@ Jul 2014 - Jul 2019
Graphic and Brand Designer
Bondi Junction, NSW

Designed die-lines and graphics for packaging of a company licensed brands, including: vodka, wine and liquor.

Responsible for all graphic design assets such as on-offline ads, promotional websites and POSs, updating visual concepts regularly.

Published and maintained promotional and company websites built by CMSs. More than 5 brand websites published for NZ/AU branches.

MAIN INVOLVED PROJECTS

SAMSUNG TIZEN TV - BAUHN, ALDI AU

@ Jul 2022
Tempo Australia, Frenchs Forest, NSW

WELLCARE MASSAGE GUN - JB-HIFI AU

@ Dec 2021
Tempo Australia, Frenchs Forest, NSW

WU-TANG CLAN VODKA - NEW VODKA LAUNCHING

@ Jul 2017
Divas beverages, Bondi Junction, Australia

URBAN SESSION - BRANDING - OFFLINE EVENT

@ Feb 2018
Event Horizon Marketing, Surry Hills, Australia

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NEW BRANDING, SAMSUNG TV OS SELLING ON ALDI BAUHN TV

TEMPO, AUSTRALIA

SAMSUNG OS(TIZEN) X ALDI BAUHN TV

July 2022 - August 2022

So far, I have managed Aldi's Bauhn brand TV packages, which usually feature Android OS from Google and Web OS from LG.

Since July 2022, we have made a contract with Samsung, and Tempo has released the new Bauhn TV model installed with Samsung's OS (Tizen TV). This allows for easy connectivity with various Samsung devices.

The new package design is based on Samsung's design guidelines but also strictly follows Aldi's packaging guidelines.



SAMSUNG

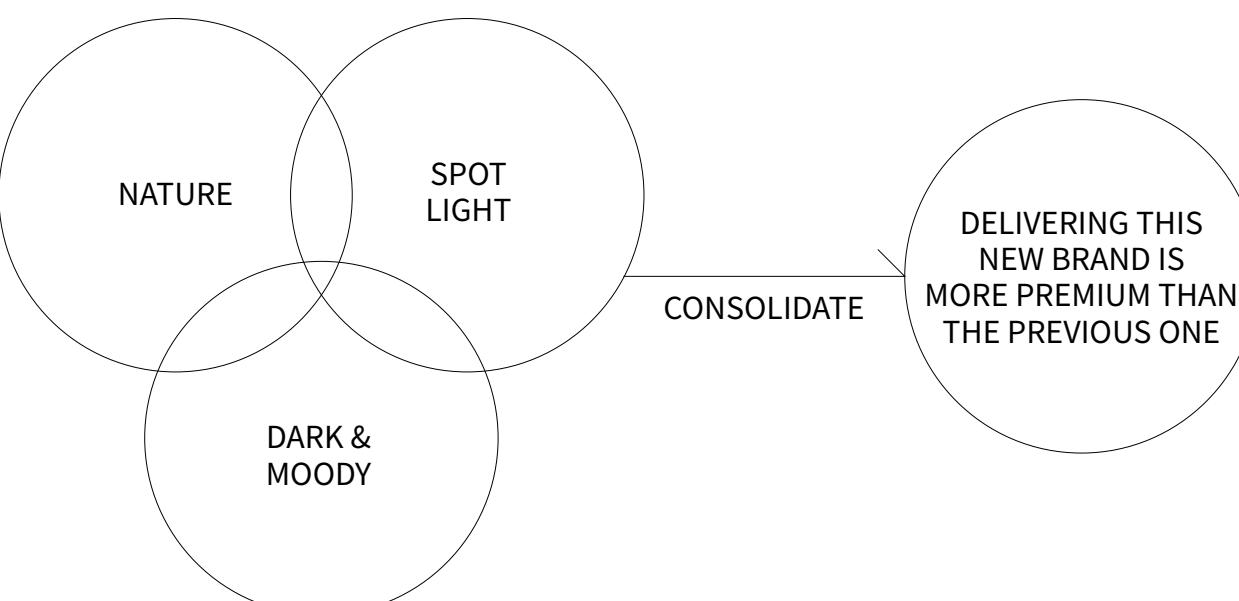
The new package design is based on Samsung's design guidelines but also strictly follows Aldi's packaging guidelines.



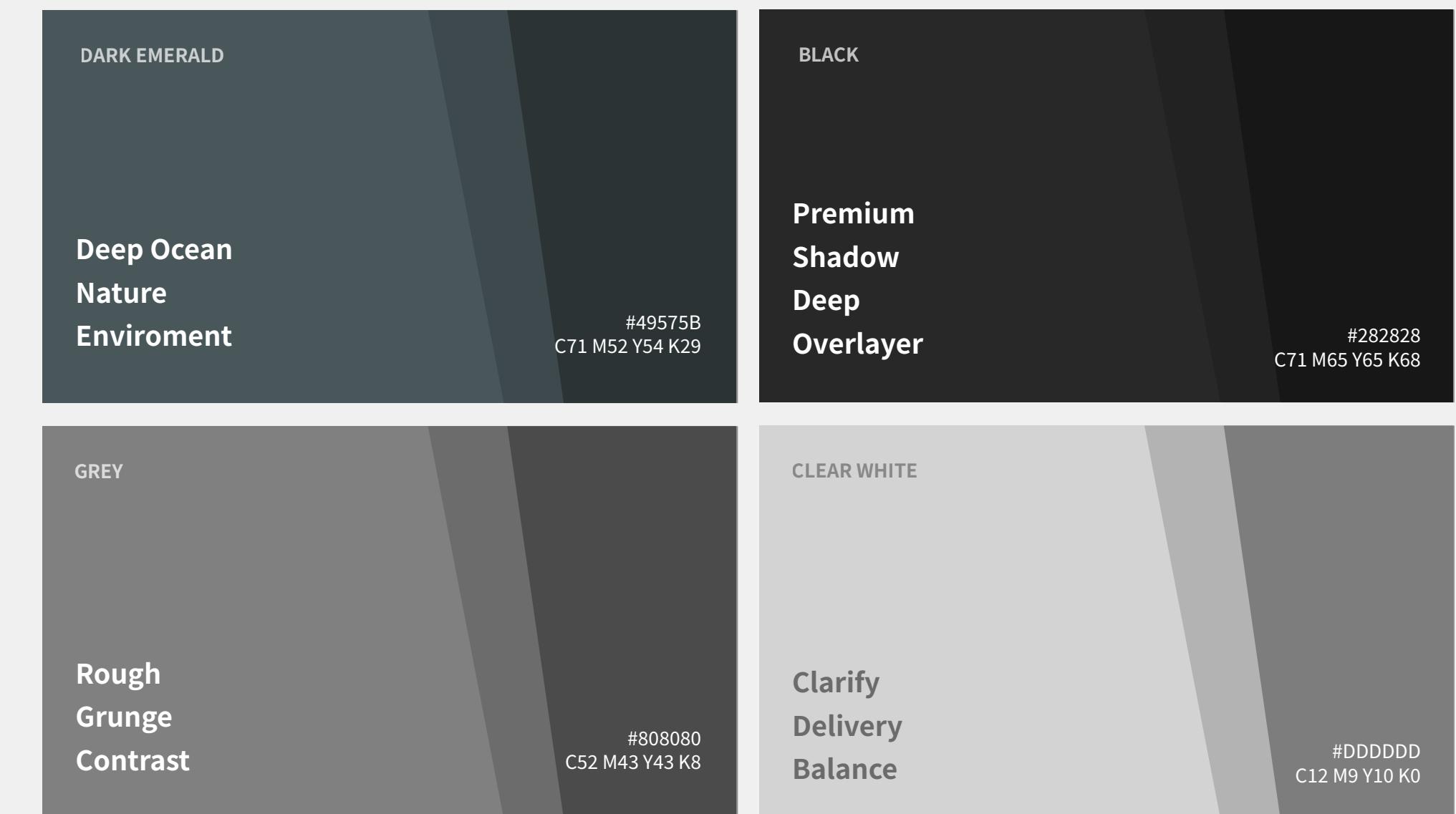
GENERAL VISUAL CONCEPTS

The previous Bauhn TV was a price-competitive option, but the updated version with Tizen OS offers a more premium lineup compared to previous models.

As a result, the package design cannot be simplistic and light-colored. Instead, it should be slightly darker in tone to represent the premium range and include imagery of spotlight to capture the attention of regular Aldi shoppers.



COLOUR SUGESTION

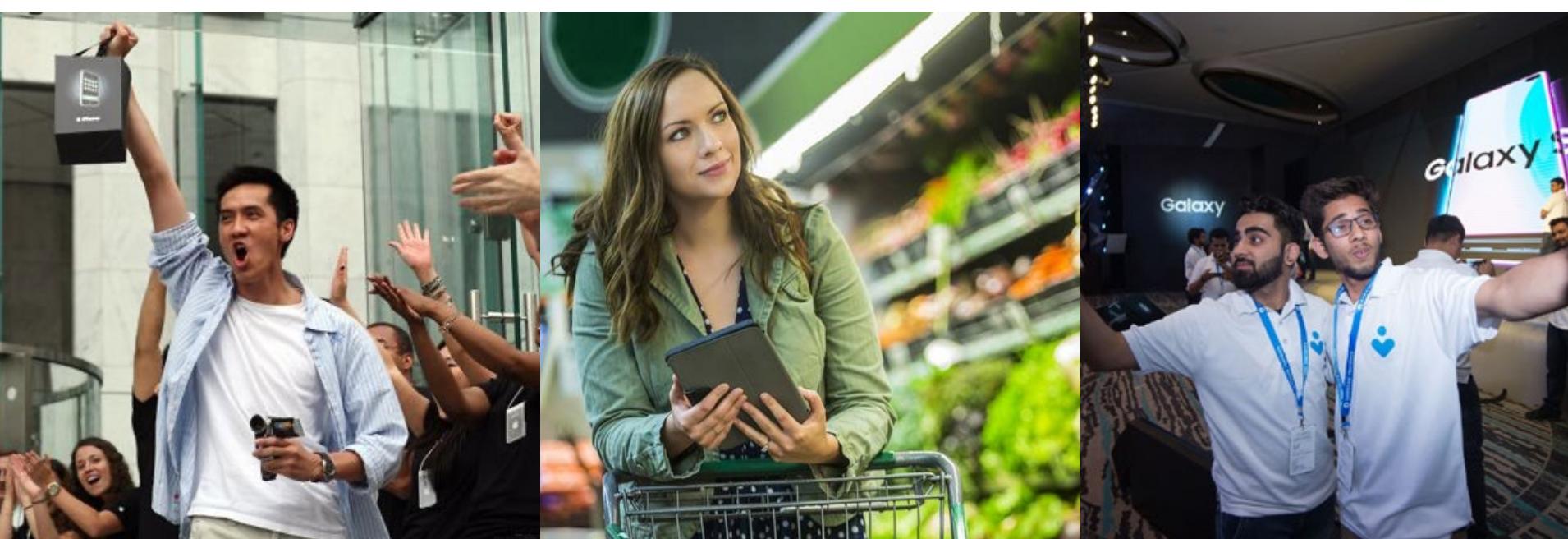


POTENTIAL TARGET

A
Early adaptors who really want to use their electric devices efficiently

B
Regular Aldi shoppers will be exposed to the Tizen brand image, and displaying stock could be another advertising material.

C
This package should appeal to customers who have a good impression of Samsung phones, and make them think that it is a relevant product of Samsung TVs.



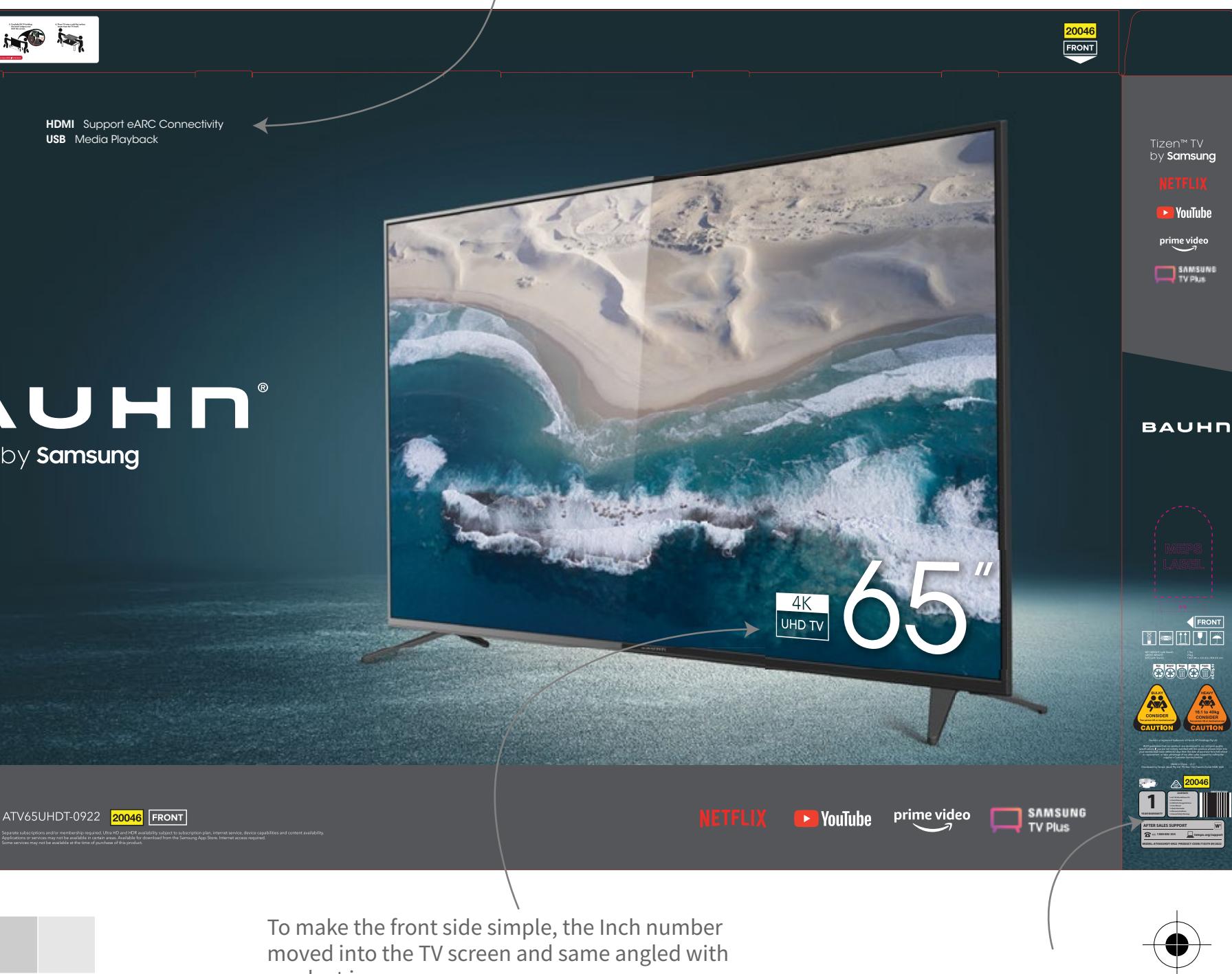
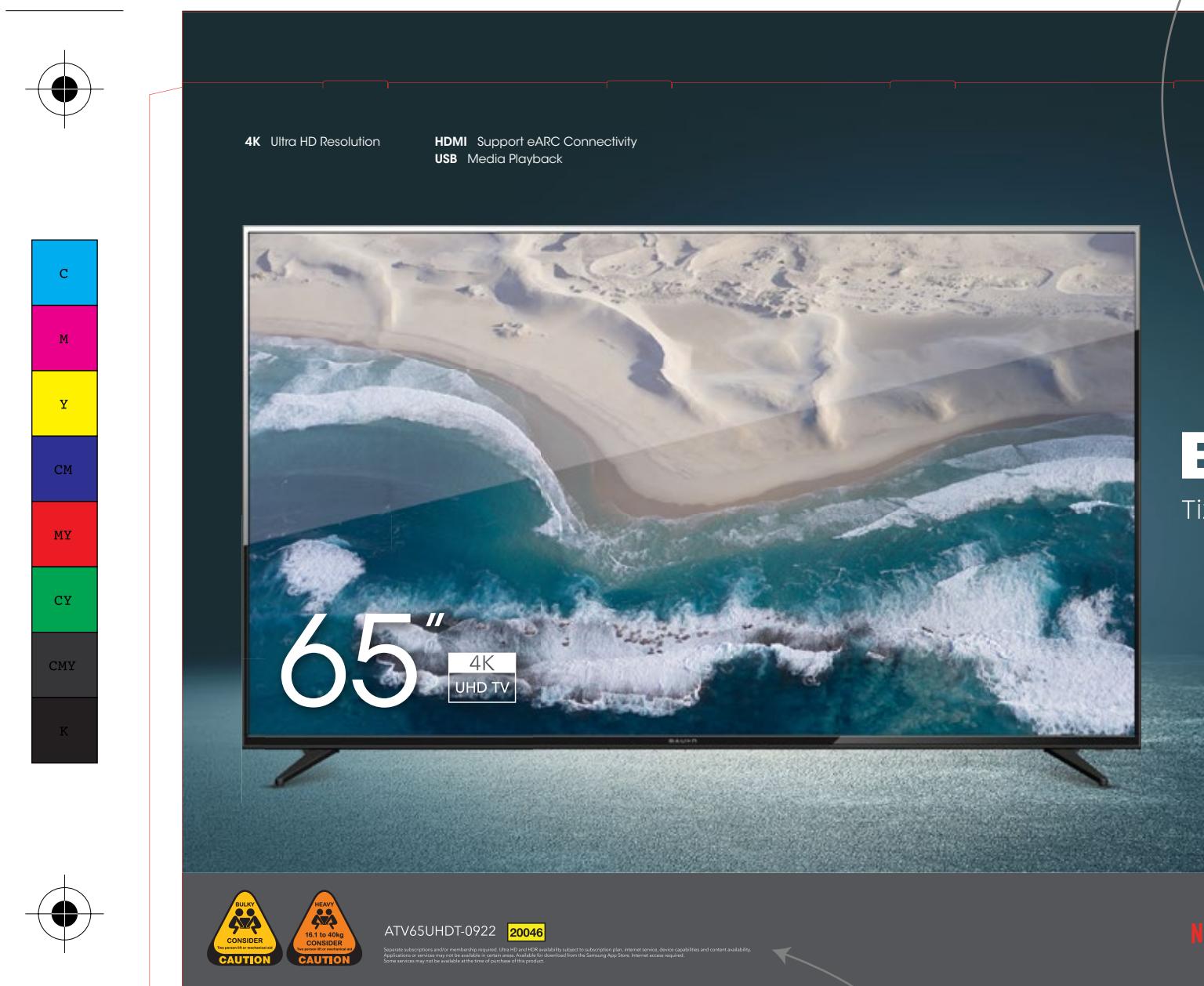
TIZEN BRAND GUIDELINE - LOCK-UP VERTICAL



Partner
Tizen™ TV by Samsung

Partner
Tizen™ TV by Samsung

Bauhn is the primary logo for this package as its selling in Aldi, then Samsung logo on the bottom. these two logos are key point of selling



FINAL PRINTINGS READY

July 2022

Final version of 65inch Tizen TV / Print ready file - Tempo Australia

- On the provided die-cut from the printing factory, all the design guidelines are combined in this artwork.
- Mostly, the guidelines are for the appropriate location of text and desirable heights of each brand logo and eligible key software symbols.



DISPLAY CHECKING UP

Mar 2023

Final version of 65inch Tizen TV / Display checking up - Chatswood, Aldi

- Quite often unexpected problems happen, but this package color and quality were very satisfactory, and the final output seems very balanced for all texts and logos. All my design purposes were clearly delivered to the customer.

★★★★★



Project 2

DESIGN ARTWORKS SO FAR

SYDNEY, AUSTRALIA

PREVIOUS ARTWORKS

July 2014 - Present

As a Graphic Designer working in Sydney, here are some of the artworks I have worked on.

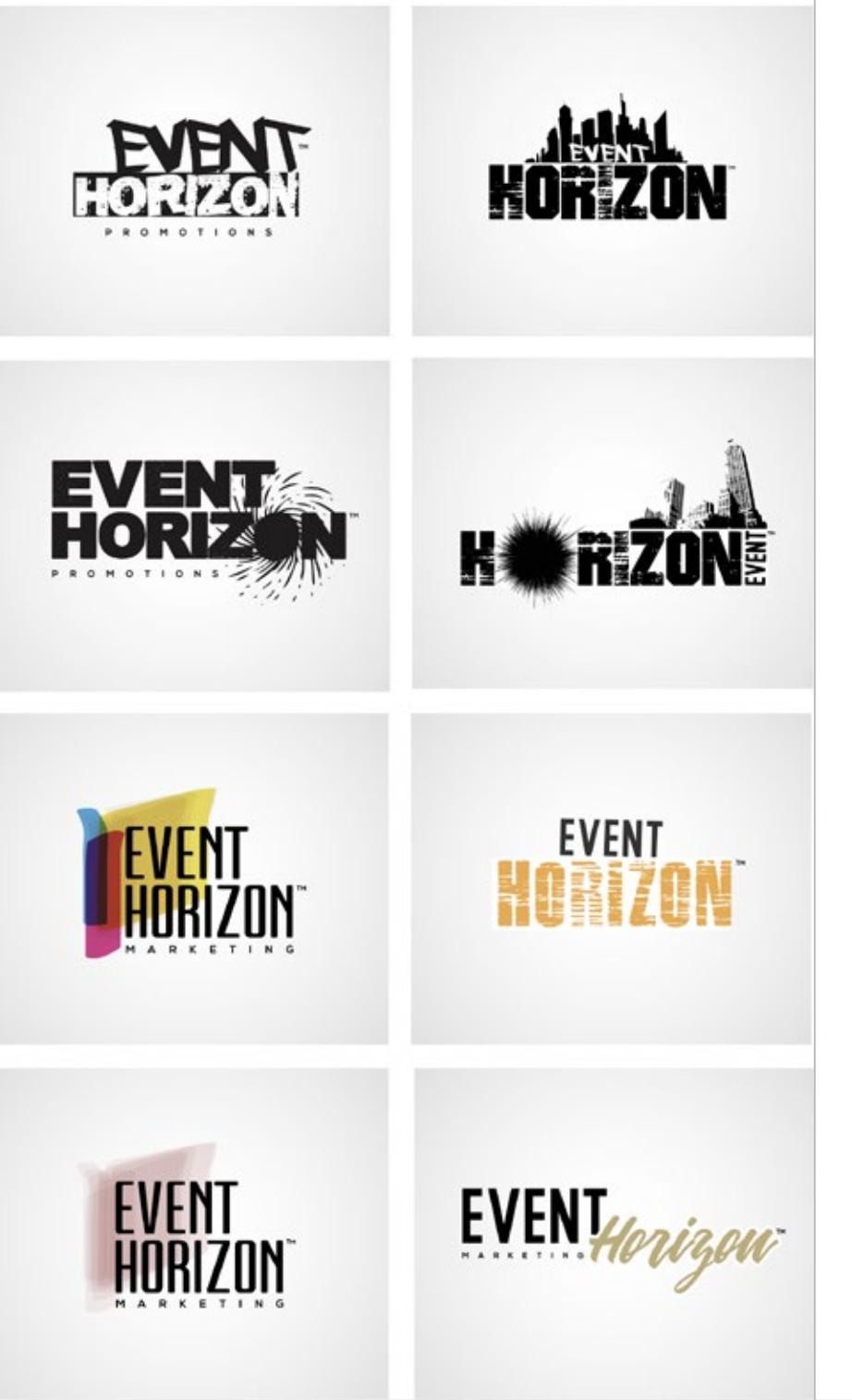
Rather than my personal style, I aimed to create designs that actively appeal to consumers' patterns and catch their attention, by exposing the brand concept and building the brand image.

Above all, the most important thing is to contribute to the product's sales.

Rather than my personal style, I aimed to create designs that actively appeal to consumers' patterns and catch their attention,



"The purpose was to organize a lot of contents in a way that wouldn't confuse consumers."



BRAND LOGO, PUB COCKTAIL MENU

Sydney, Australia

- I participated in the logo design work for the marketing brand Event Horizon, and presented various design options with a concept of dynamic and innovative ideas.
- This is a cocktail menu design for a pub called Glades. The purpose was to organize a lot of content using a marble background and golf gradient in a way that wouldn't confuse consumers.

The design is based on the New Zealand plant, Golden Kowhai



As there is no brand recognition, a classic direction is taken rather than modern

GIN LABEL

Golden Kowhai Gin, New Zealand

If the brand recognition is not established in the market, it has been suggested that going with a traditional concept would be a better choice. The design is based on the New Zealand plant, Golden Kowhai, and is printed on thick paper in black and white, with a three-dimensional Yellow Spot UV used to limit the customer's focus.

- As there is no brand recognition, a classic direction is taken rather than modern.
- Only the fruit, which is the raw material of the product, is printed in black and white on a thick paper label, and Spot UV is applied to convey the point.

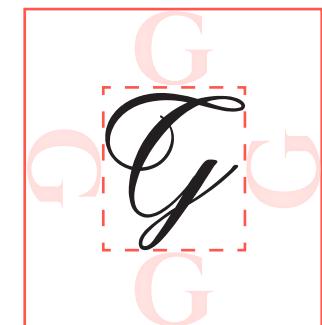


Golden Kowhai

70px
35mm



50px
18mm



20px
10mm

SAFE AREA

Make sure the safe area is respected to keep the logo legible.

The letter "G" is used to define the blank space around the logo. The blank space above the GIN is its half part.

MINIMUM SIZE

Make sure the logo versions at least meet the minimum size requirements shown here.



"with the purpose of clarifying that this is water made from grapes, not a beverage like grape juice."



MINERAL WATER LABEL

Sydney, Australia

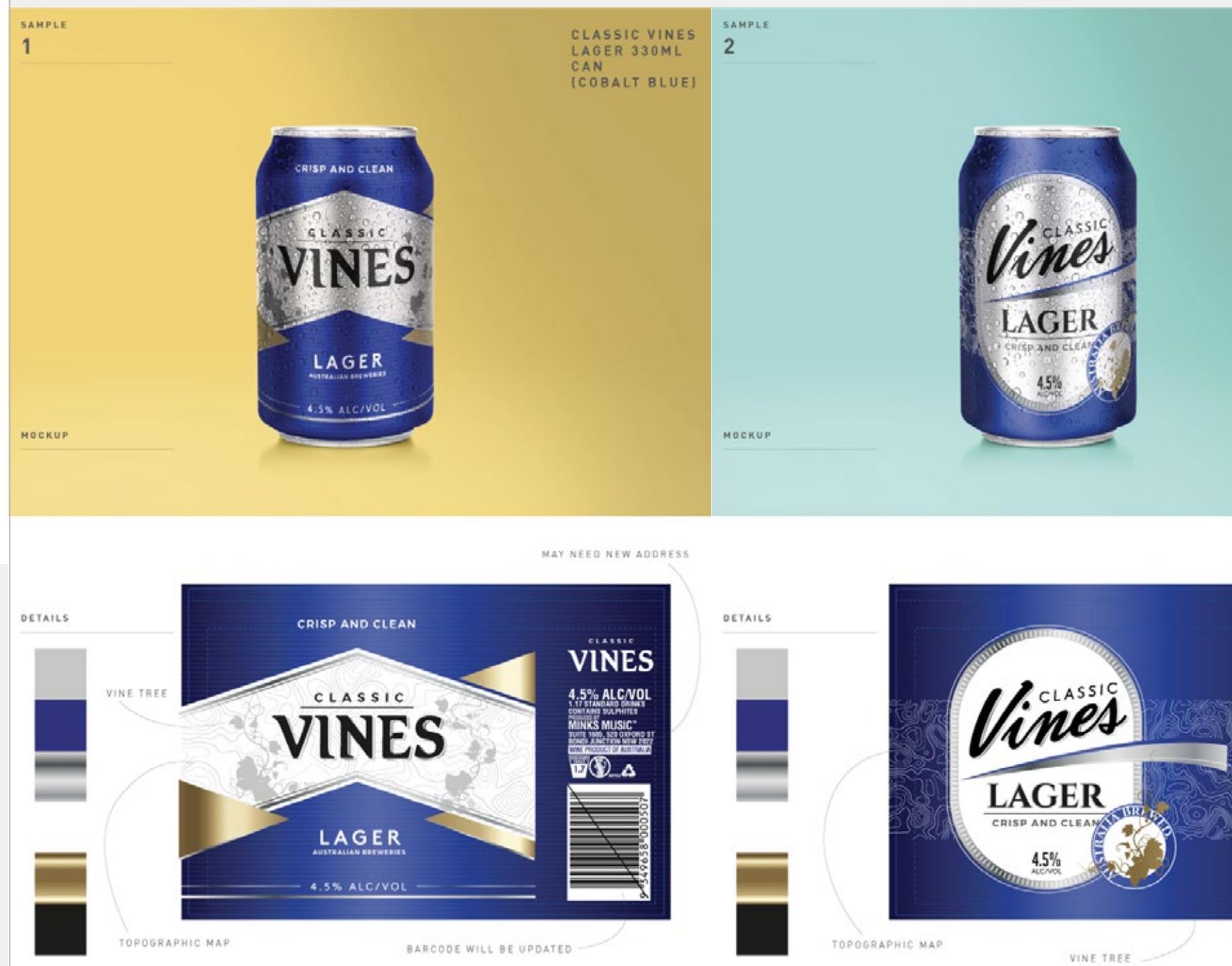
- This is a label design for a bottled water product using grape water. As it is a relatively new product made from water extracted from grapes, it was important to convey the concept clearly to customers at a glance. Various effects were used to combine the image of grapes and water splashes, with the purpose of clarifying that this is water made from grapes, not a beverage like grape juice.

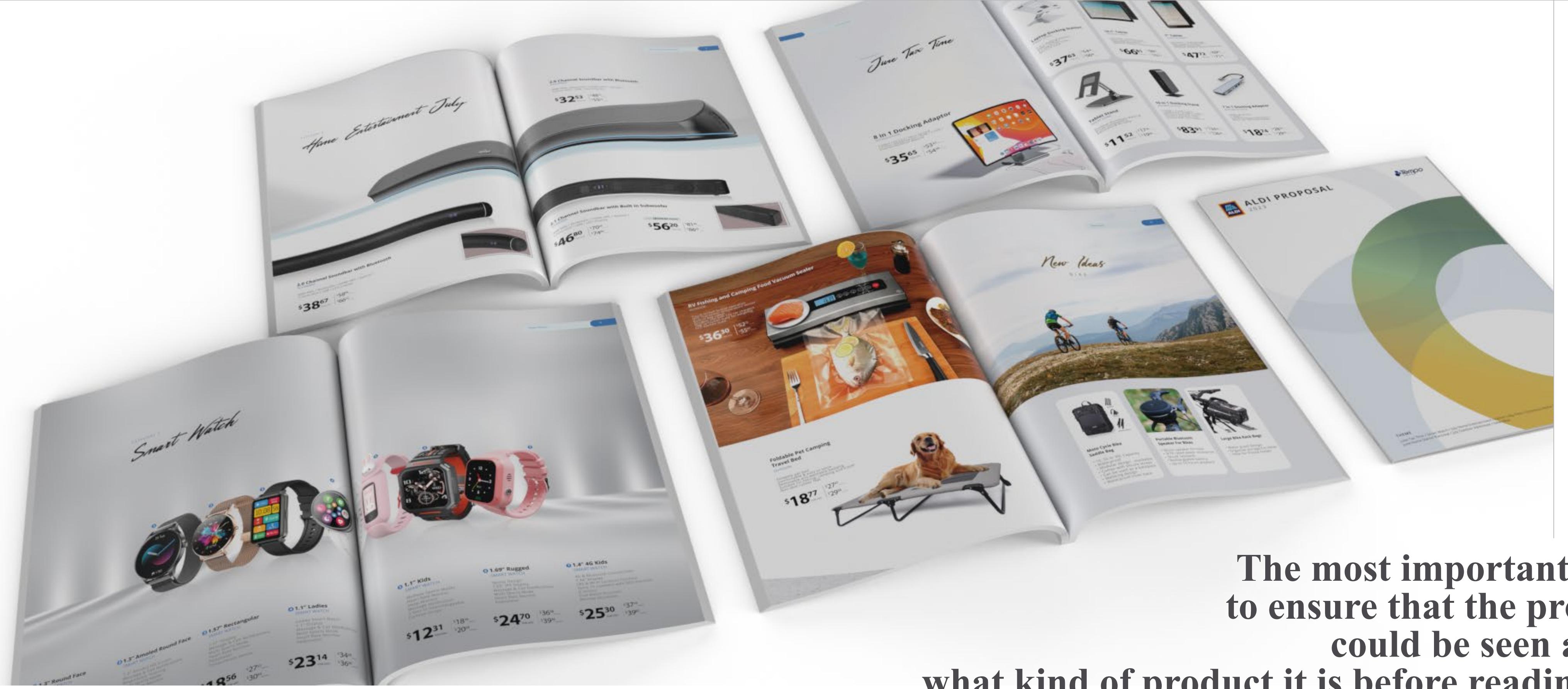
BEER CAN DESIGN

Classic Vines Lager, Australia

Designing a can that requires designing all 360 degrees in a three-dimensional way is quite different from artworks that only design a cross section or a partial angle. The use of blue was essential to convey the refreshing taste of the Lager, and the shape or image of grapes, as a beer made by mixing alcohol extracted from grapes, was included.

- Colors were selected to convey the refreshing taste of Lager.
- The design included grapevine images to seamlessly blend with the grape-based beer.
- The key was to maintain the line to avoid confusion with wine.





**The most important point was
to ensure that the product type
could be seen at a glance
what kind of product it is before reading the text.**

2023 ALDI PROPOSAL SUBMISSION BROCHURE

Tempo Australia, Frenchs Forest

- This is an annual brochure showcasing new products to Aldi each year.

It was a challenging task to harmoniously incorporate images with significant quality differences from each production factory into a single brochure.

The most important point was to make the prices easily understandable to customers and to ensure that the product type could be seen at a glance what kind of product it is before reading the text.



To showcase its thin bezel
and powerful brightness,

I used a high saturation screen image
on a neutral background
to attract consumers' attention.

ALDI BAUHN MINI LED TV POSTER

Tempo Australia, Frenchs Forest

- I created a brand image advertisement for the Mini LED TV that will be released by Aldi. To showcase its thin bezel and powerful brightness, I used a high saturation screen image on a neutral background to attract consumers' attention. I tried to keep other specifications and brand names as simple as possible to focus readers' attention on the designated area.

Project 3

UPGRADE EXISTING PACKAGE FOR MASSAGE GUN

TEMPO, AUSTRALIA

WELLCARE MASSAGE GUN X JB HIFI

Dec 2021

There were existing massage gun packages in Wellcare, but their sales were not good enough in the market. After discussions with account and sales managers, we decided to improve the package design to create a more premium and well-made product.

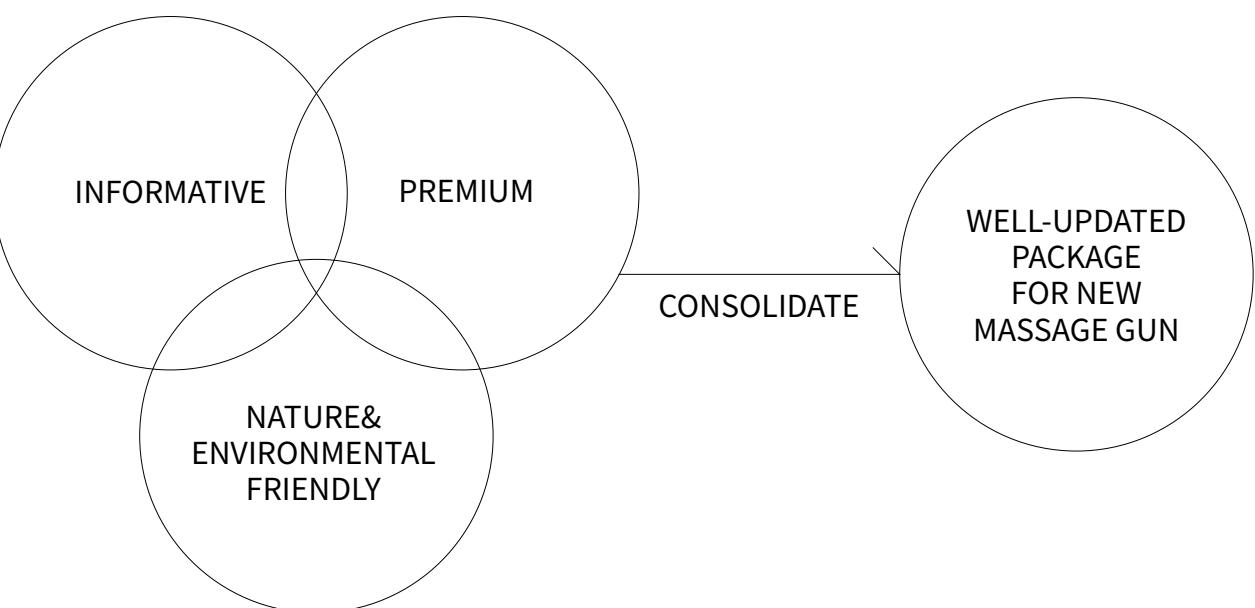
This was my first project in Tempo, and although we did not have any lifestyle images for the packaging box like our competitors, I believe the final output was still outstanding on the shelves.



“We decided to improve the package design to create a more premium and well-made product.”

GENERAL VISUAL CONCEPTS

As per discussion with the sales team, the existing Massage Gun package design was neither informative nor eye-catching. so then we keep finding out what the problem was and what kind of points we need to improve for better sales and better image development.



POTENTIAL TARGET

A

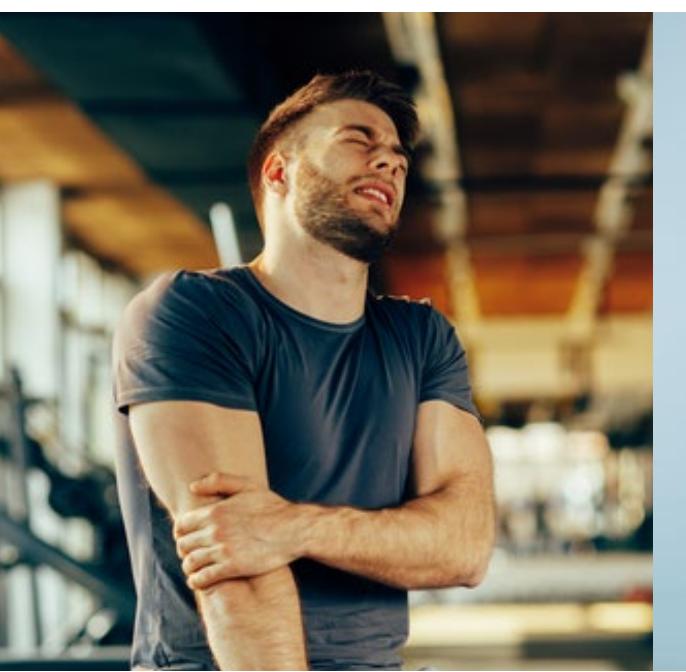
Potential buyers who ever considered healthcare electronic product

B

Shoppers who already checked market and reviewed features and prices of massage guns

C

Elderly people who don't know what the massage gun is, and what that is for



COLOUR SUGESTION

LIGHT GREEN

Environment
Nature
Relax

#99AB89
C43 M22 Y52 K1

EMERALD GREEN

Environment
Nature
Emphasized

#5A7571
C67 M41 Y51 K14

BLACK

Premium
Shadow
Deep
Overlayer

#282828
C71 M65 Y65 K68

CLEAR WHITE

Clarify
Delivery
Balance

#DDDDDD
C12 M9 Y10 K0

NEW DESIGN - SOLVE

By using a gradient green as the main point color, I designed it to capture attention to the parts that need to be emphasized.

We used images that express material rather than a solid black background and added gray gradient to a large area to make the overall design look deeper and richer.



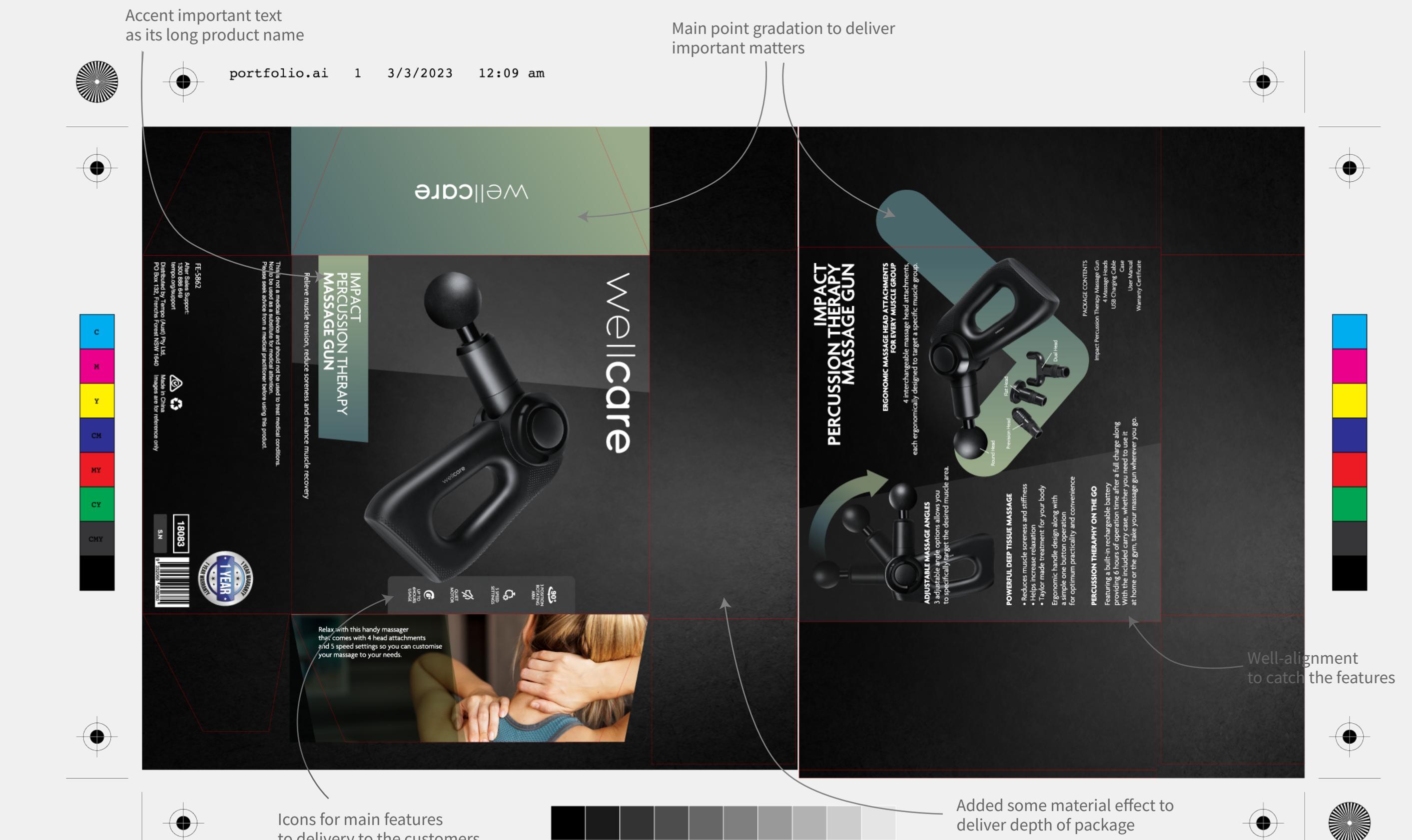
OLD DESIGN - PROBLEM

A Unbalanced

B Empty

C Messy

Overall, texts and images are not clearly balanced. There are similar text sizes so customer would confuse what they need to read first on the shelf.





DISPLAY CHECKING UP

Mar 2023

Final version of Wellcare Massage Gun / Display checking up - Chatswood, Jb Hifi

- The UV effect and depth effect were effectively achieved, making the important information stand out.
- The green point colors are a perfect complement to the black product color on the dark package, ensuring they catch the eye.

★★★★★

Project 4

LAUNCHING WU-TANG CLAN VODKA

DIVAS BEVERAGES, AUSTRALIA

WU TANG CLAN (LIVE NATION)
X
VODKA : LIQUEUR

July 2016 - July 2017

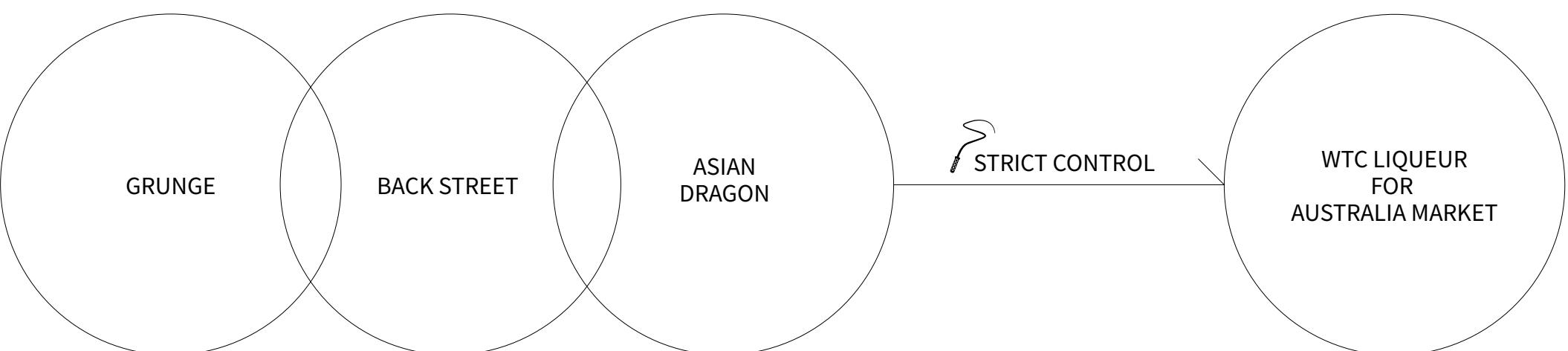
I have been involved in the launch of vodka and liqueur brands from the beginning, using licenses from Live Nation, an entertainment group in the United States, and hip-hop group Wu Tang Clan.

Group leader RZA's confirmation was obtained from the beginning, and it was a challenging task to align the needs of the biggest entertainment company and a demanding hip-hop artist.



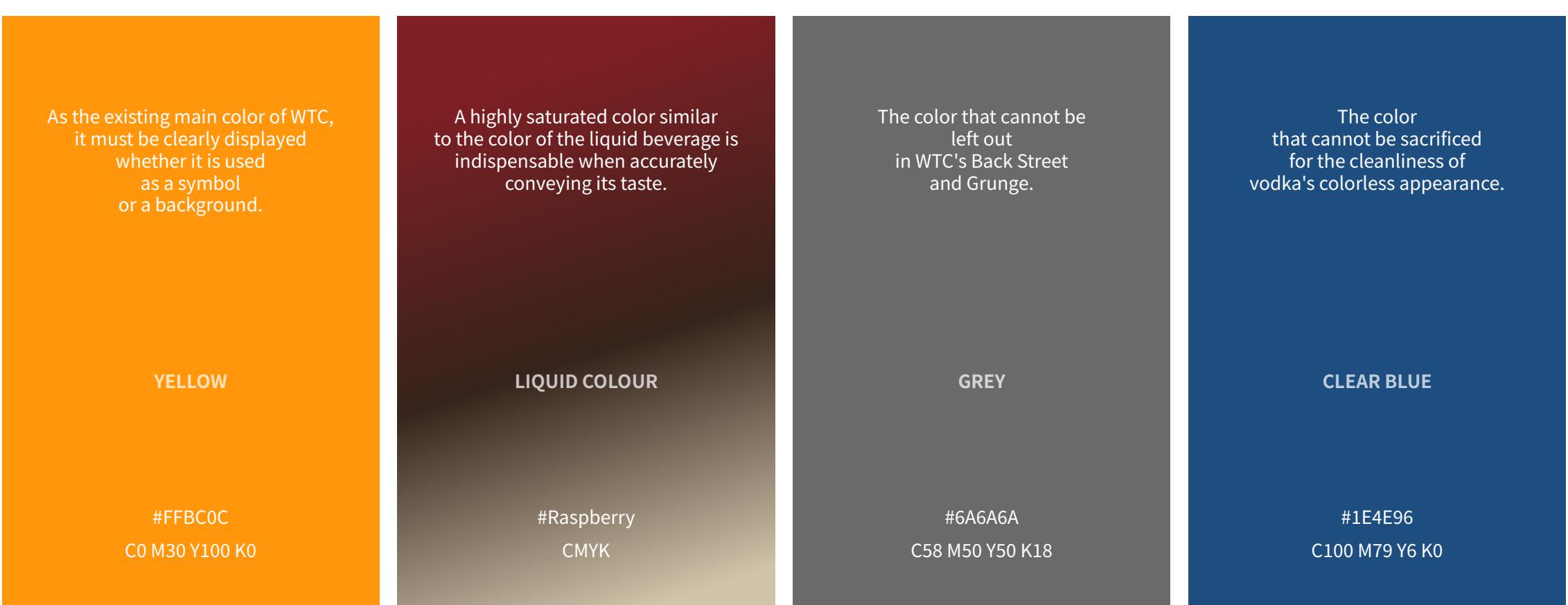
GENERAL CONCEPTS

The launch of the vodka and liqueur brands was initiated under the condition of maintaining the existing Wu Tang Clan colors and concept. The group's existing concept is Grunge, Back Street, and Asian Dragon, allowing the reuse of existing design assets while strictly working on new directions.



* Their design assets from Live Nation

COLOUR SUGESTION



1ST SUGGESTION (DRAFT)

Based on the experience of designing previous liquor labels, I proposed a design using a main background color similar to the liquid and primarily incorporating gold foil or dense patterns. I also suggested incorporating points using the Australian flag pattern or paper material effects.

My aim was to convey a sense of completion with dense patterns, and to differentiate the design through material differences such as gold foil or paper type rather than just graphic effects.

FEEDBACK FROM THE CLIENT

- Request to modify the design direction to utilize WTC's existing assets without any modification.
 - Refusal to use the Australian national pattern as a US-based group.
 - Preference for a monotone label rather than a colorful one.

2ND MODIFICATION

We propose a classic and simple design for the WTC Liquor brand, which has not been launched yet and has no brand awareness, while maximizing the use of design assets from Live Nation without any major modifications.

- One of WTC's concepts, Asian Dragon, is incorporated with Kung Fu as the main background. It is expected that WTC fans will understand the meaning.
- The focus is on using design assets as they are, rather than creating new graphic elements.
- The design is conveyed in a simple three-part composition like the typical mainstream liquor: product name, main symbol, and type (flavor), rather than a modern and new layout.

FEEDBACK FROM THE CLIENT

- requested only modify the main WTC logo (in the form of Batman) while keeping the rest as is.



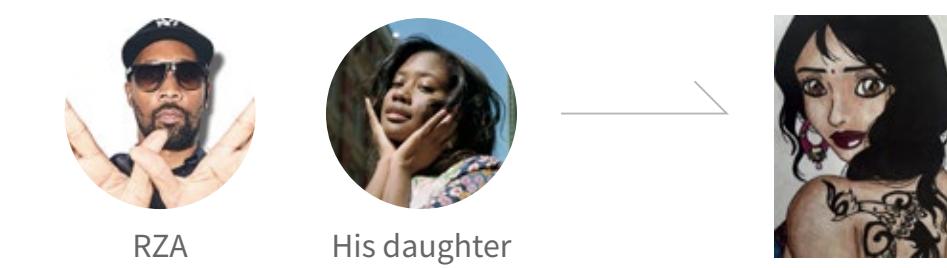
3RD UPDATE

I had to minimize the working time as it was a contract for a specific period with guaranteed payment. After applying the second feedback.

I showed dozens of slightly different designs. I had to finish the design as quickly as possible to make the boss happy.

FEEDBACK FROM THE CLIENT

- Two or three designs were chosen among the third set of designs, which were preferred by Live Nation and its members.
- Afterwards, the main member RZA expressed a sudden desire to involve his daughter in the design.
- The drawing from his daughter was received late, which was a colored pencil drawing of an Indian princess, and it had to be included in the label.





* Artwork details for printing supplier

4TH ROUND: SOLUTION

- As the Indian princess drawing didn't fit the vodka concept, we applied it to the main symbol as a pattern with a gold foil density feel.
- We included the daughter's drawing in a large size to satisfy RZA.
- We found a solution that wouldn't detract from the design concept and make it stand out too much.

MEDIA RELEASE

July 2017

- As the product was exposed in the media in Australia and New Zealand, it was able to reach out to WTC fans and younger audiences, announcing the launch of the product.

FINAL LAUNCH IN WHOLE AUSTRALIA

August 2017

- The final design was released with Main vodka and 6 flavors of liqueurs.
- Due to trademark limitations, distribution and sales were limited to bottle shops and bars in Australia and New Zealand only.
- The successful launch led to the planning of marketing related to WTC's Australian tour.





ON & OFFLINE MARKETING MATERIALS

August 2017

Moore Park NSW

- I created pamphlets and flyers for the event.
- I used the main color of WTC vodka prominently to immediately convey to the subscribers what product is being promoted before detailed content is exposed.

Websites and Online Assets

- I am participating as a web designer in creating a one-page website for products derived from WTC vodka. In addition to licensed products, we included images that can convey the concept of the products.

Project 5

OFF-LINE EVENT MARKETING MATERIAL

EVENT HORIZON MARKETING, AUSTRALIA

URBAN SESSION OFF-LINE EVENT

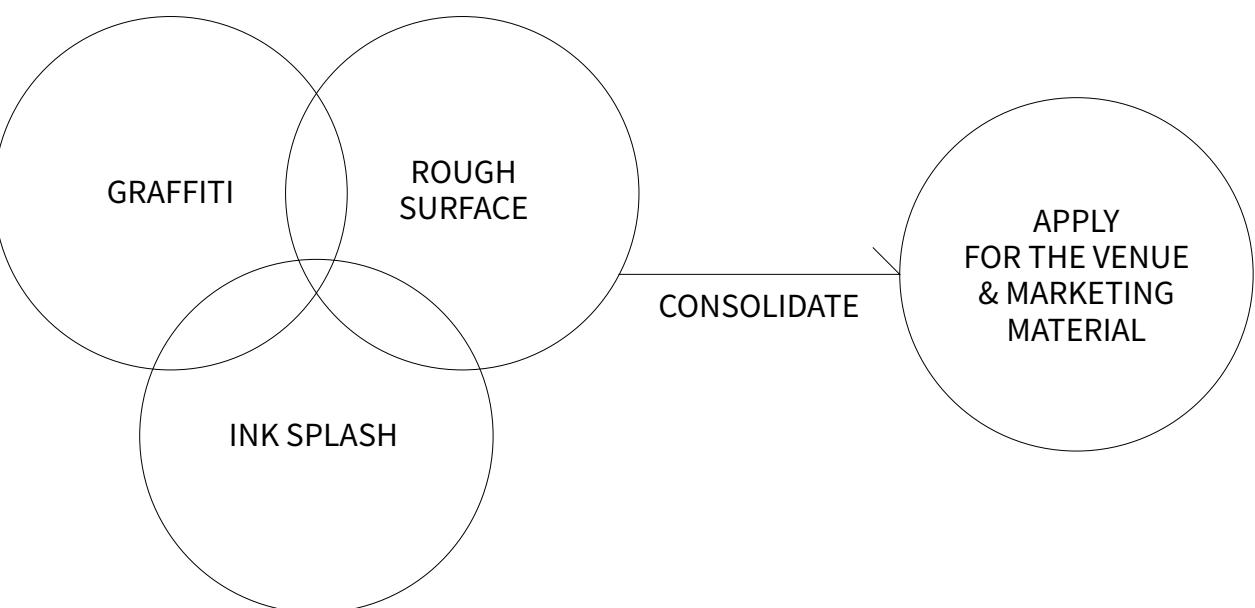
Dec 2017 - Feb 2018

I participated as a designer in the offline event called Urban Session, in collaboration with the marketing company Event Horizon. I designed all the design works for the event and all the brand-related elements used in promotion, including the printed materials.



GENERAL VISUAL CONCEPTS

The purpose of this event was to promote the mainstream beverage brand by inviting singers who were born on TV audition programs such as Jay Sean and Timomatic. We started by constructing a suitable brand image for their image by inviting influential singers among the locals. As the artists had a fan base in their early 20s who enjoy hip-hop and energetic dance songs, we established a visual concept based on graffiti, ink splash, and rough surface, and developed ideas accordingly.



POTENTIAL TARGET

A

Up-and-coming artists
who are pursuing their dreams
while watching audition programs.

B

B

Free-spirited young people
who might roam around back alleys
doing graffiti without making money.

C

Early 20s
who are the main customers of
cost-effective alcoholic beverages.



COLOUR SUGESTION

LIGHT BLACK

Graffiti
Back alleys
in tone
Expression

#333333
C70 M60 Y60 K60

GREY

Grunge
Rough
Concrete

#808080
C52 M45 Y45 K8

YELLOW

Colors that can balance
the rough
and cold feeling
of graffiti
with a contrasting sensation.

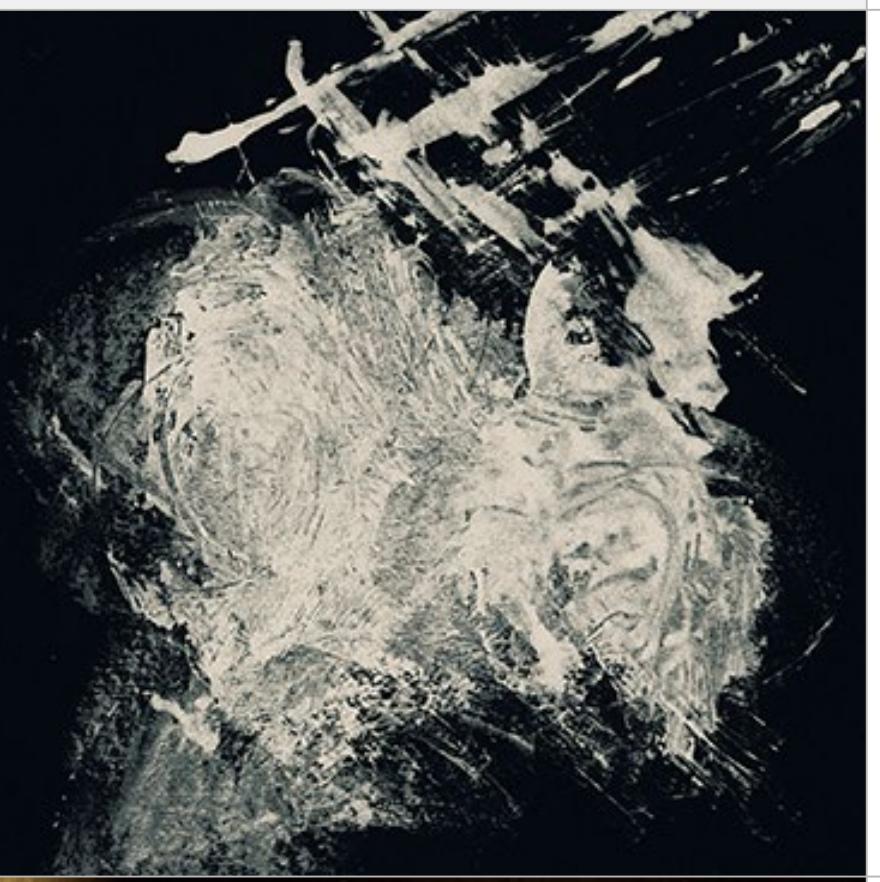
#E7B120
C7 M32 Y100 K0

DEEP PURPLE

A color that can convey
the tone
while maintaining the weight
for Pole Posters
that require single-color printing.

#24175D
C98 M100 Y27 K27

VISUAL CONCEPT INSPIRATION



INK SPLASH

A Freedom

It's a concept that can convey freedom if you show the ink stains left in a random and ruleless way in the leftover space as if you didn't even try to draw them. It looks like there's no thought behind it, but if it's shown together with well-organized elements, it can convey a sense of freedom.

B Ruleless

C Mono



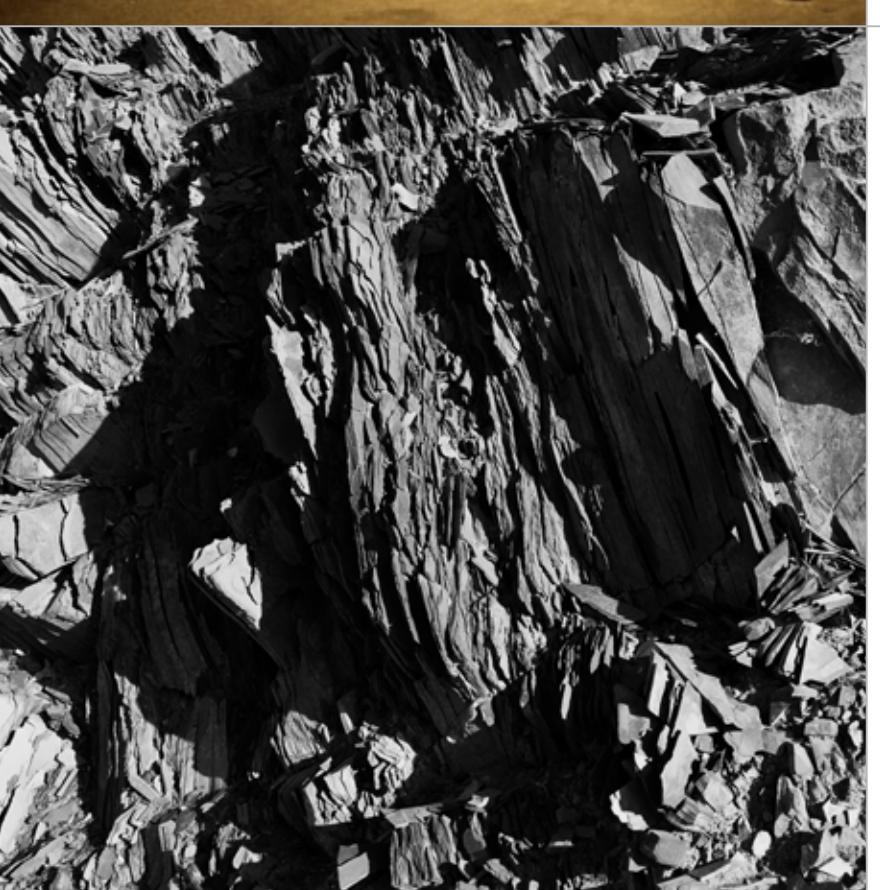
GRAFFITI

A Colourful

Graffiti usually reminds people of teenagers and young adults. No graffiti work is done to blend in with the surroundings, but to be noticeable. Graffiti always expresses rebellious emotions with a strong color and bold outline, emphasizing the presence rather than the content.

B Delivery

C Rebelious



ROUGH SURFACE

A Original

It conveys the opposite feeling of everything being organized like a cement texture. It gives the feeling of a solid black and white material that has not yet been touched and has not yet been proposed with any intention, as if it still retains its original essence.

B Incomplete

C Stubborn

COMBINED CONCEPTS WITH ARTIST ASSETS

When working with artists, assets are always limited. The task is to combine 4-5 photos of Jay Sean and Timomatic to harmonize with the three concepts on the left.

- The impactful yellow that contrasts with the monotone image and casualness captures the attention of customers.
- The goal is to quickly and accurately convey who the artist is, regardless of the concept or design intention.



*Main artist: Jay Sean at Max Watt's event

*Rap battel final competitors at Hustle & Flow



FINAL PRINTINGS FOR MARKETING PURPOSE

May 2018

Big size posters - Sydney NSW

- This is the final poster that was created while maintaining the proposed concept. The target audience and the concepts that were intended to be shown from the beginning are well incorporated, and the information is effectively conveyed through the text, making it an excellent end product.

A3 Poster - Redfern NSW

- The poster effectively uses a yellow point to make it easy to identify who the final rappers are. In addition, by using strong text to convey the judges and cocktail prices that need to be conveyed, it shows where the viewer's attention should be directed.

Pole Poster - Sydney NSW

- The pole poster needs to convey information quickly to people who are not familiar with the event. The fabric poster for the event effectively communicates the faces of well-known artists, event location, and time. Since a large quantity of posters needs to be placed on the streets, the cost was reduced by using primary colors for printing.

JAMIE YOO

SENIOR
BRAND DESIGNER



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