



asinBald

Bumhan Yu

Designer/Developer
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Summary

Specialized in branding and identity design. Expertise in interactive and motion design. Experienced in communications design. Competent in analyzing and visualizing data.

Designer/developer by trade, translator/interpreter by experience, linguist/psychologist by education, learner/communicator by nature.

Digitally and culturally multilingual—fluent in HTML(S)/CSS/JS, German and Korean. Expanding versatility across WordPress, Jekyll, Python, D3, Node.js, and beyond.

Experience

Creative Consultant (October 2016 – Present)

Synabro | a multi-disciplinary creative collective

Branding/marketing strategy, communications design, UI/UX design, front-end development, and client communication

Designer/Solutionist (October 2013 – September 2016)

The Moderns | a multi-disciplinary creative agency

Branding and communication strategy, interactive/motion design and development, UI/UX development, new business pitch materials, and client workshop organization

Lead Designer/Developer (September 2009 – September 2013)

Young & Rubicam Group | a WPP Company

Interactive/motion design and development as a team lead, prepress production, data visualization, new business pitch materials, and identity development

Translator/Interpreter (November 2000 – Present)

Publication | *Broadcasting* | *TV Media*

Sergeant (June 2005 – June 2007)

Republic of Korea Army, 1st Corps HQ.

Education

Pratt Institute (September 2010 – May 2013)

M.S. | Communications Design

Graduated with Distinction

Korea University Graduate School (2003 – 2004)

M.A., 1 year coursework completed | Clinical and Counseling Psychology

Korea University (1999 – 2003)

B.A. | Linguistics and Psychology (double-major)

Publications

Validation of Korean-Cancer Coping Questionnaire (K-CCQ)

Korean Journal of Health Psychology | 2004

Co-authored the study at Korea University that validates a clinical tool

캡틴 쿠스토 (Manfish)

Munhakdongnae Publishing Group | July 19, 2010

Translated and published the book “Manfish” by Jennifer Berne into Korean

Other titles

husband, dad, marathoner, black belt, agnostic, omnivore, handyman, guitar & piano player, constant learner

art direction

concept development

communications design

branding & identity

front-end development

motion design

UI/UX

prototyping

drawing & illustration

Adobe CC/CS

Sketch APP

Principle APP

design thinking

project management