Bumhan Yu

Designer who writes front-end code— also known as **B**.

Roles:	Design Director • Designer • Front-End Developer
Experience:	Software/IT • Branding/Marketing • Advertising
Education:	Communications Design (MS) @ Pratt Institute Psychology (MA*, BA) • Linguistics (BA) @ Korea University

B as in **BALD**

https://**BALD**.design

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Experience Highlights

Brand Designer
Updater Inc.
2018 – Present
(SOFTWARE • IT)

Manage all brand communications, creative direct and execute a variety of marketing materials, and participate in UI/UX design of the product features. Collaborate with engineering and product teams. *Responsibilities include:*

Design:

Branding/marketing strategy, UI/UX design & prototype, all communication materials including motion/video, data visualization, and typographic/editorial layouts

Development:

Custom-build and establish GIT-based workflow for marketing site, create internal apps and tools for marketing team, build a design systems portal, lead email initiatives

Digital Solutionist
The Moderns Ltd.
2013 – 2016
(BRANDING AGENCY)

Project-manage, develop and execute digital & non-digital design solutions to various branding, communications, and marketing challenges. Manage client relations and help organize brand workshops. *Responsibilities include:*

Design:

Visual identity systems, UI/UX for digital deliverables, motion graphics, application wireframes, print, email & social campaigns

Development:

WordPress sites and static sites, DPS publications for iPad, brand asset management solutions, coding email campaigns

Designer/Developer
Young & Rubicam Group
2009 – 2013
(ADVERTISING AGENCY)

Provide creative and technical solutions for advertising & marketing via various channels of print, interactive, and motion media as a team lead. Collaborate with other teams and functions. *Responsibilities include*:

Design:

Visual identity systems, typography, new business pitch materials, motion graphics, ad materials for print/digital/outdoor media

Development:

Landing pages and websites, custom digital ad deliverables, email layouts

Skills & Expertise

Visual Design
Branding & identity, motion design, UX/UI, typography, data visualization

Front-End Code
Vanilla JavaScript, Node.JS tooling, HTML/(S)CSS, React & Gatsby

Software Tools
Adobe CC, Figma, Sketch, Principle, Git, Visual Studio Code, command-line shell

Soft Skills
Verbal & written communications, constant learning, team-first mindset

Miscellaneous

Millitary Disciplined
Served in ROK Army. Result-oriented, team-first, and stress-tested.

Veteran Translator
Practiced in publication and media production. Skilled communicator.

Problem Solving
Calm disposition and detail-orientation while investigating solutions

Other Titles
Husband, dad, marathoner, black belt, agnostic, omnivore

*one-year coursework completed in clinical & counseling psychology