

BORA SHIM

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EDUCATION

The University of Illinois at Urbana Champaign

August 2018 - May 2022

Bachelor of Science in Advertising
Computer Science and Leadership Minor
GPA 3.5 / 4.0

TECHNICAL STRENGTHS

Softwares	Java, C++, CSS, Python, HTML
Graphic Tools	Clip Studio Paint, Final Cut Pro, Adobe Photoshop/Illustrator/InDesign
Skills	Web Design, User Interface XML, Graphic Design
Languages	Korean (Native), English (Fluent)

AMERICAN ADVERTISING FEDERATION ILLINOIS

National Student Advertising Competition/Creative Team/Adobe/2019-2020

Coded python script for Reddit web scraping in order to scrape data under certain subreddit taglines. Generated 13 different .CSV files under specific subreddits.

Mid Night Oil Agency/Art Director/CU Adventures Escape Room/2018-2019

Conducted and created still advertisement for the first time implementing campus digital screening system for client's advertisement. Created a map at the back of the flyer to inform the new location.

AdBuzz Agency/Art Director/AFF Internal Team/2019-2020

Designed aesthetic stickers under Halloween and Thanksgiving for fundraising. Created T-shirt designs for next year's AAF members. Schedule blog post for active AAF website. Attend once a week meetings.

EXTRACURRICULAR ACTIVITIES

Vice President Internal/Korean American Student Association/2019-2020

Created the family system that increased the activeness by 200% since 2018. Conduct 2 board meetings, 1 general meetings, and 4 small events every month.

Publicity Chair/Korean American Student Association/2018-2019

Create posters, banners, and cover pages for Instagram and Facebook. Increased profile visit up to 600%

Founders Entrepreneur/ResearchDevelopment/Community/2020

Backend website developer to improve Founder's website

WORK EXPERIENCE

Graphic Designer/MyTyde/2020-Current

Graphic design intern position. In charge of on campus digital signage reach outs and poster design. Conducted in person interviews with 30 different RSOs on campus for idea development

SIDE HUSTLES

Web Comic Artist, Painting and Drawing, Netflix binge watching

Show rec 2020: Midnight Gospel