

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

Leysin American School in Switzerland *August 2016 - May 2018*
International Baccalaureate Diploma/ Student Body President 2017-2018
LAS Foundation Scholarship recipient/Awarded to 3 candidates world-wide, 2 years full tuition
GPA 4.3 / 4.0

TECHNICAL STRENGTHS

Software & Graphic Tools	Clip Studio Paint, Final Cut Pro, Adobe Photoshop/Illustrator
Languages	Korean (Native), English (Fluent)

AMERICAN ADVERTISING FEDERATION ILLINOIS

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

Created sticker design for fundraising. The design express the importance of creativity by rough brush strokes sketch of a boy with opened head with his brain exposed. Attends twice a week meeting for brainstorming personas and customer buying process of adobe with the company brief.

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-Current

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.

LEADERSHIP AND SKILL BASED EXPERIENCES

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/Facebook. Increased profile visit up to 600%

University of Illinois LeaderShape Institute Graduate/2020

Selected participant sponsored by College of Fine and Applied Arts. 6 days program about community building, integrity, and discovering core values as a future leader.

International Exchange and Cultural Promotion Institute/Tour Guide/2012-2018

Gyeongbok Palace, Namsan Hanok Village, Deoksu Palace. Top 16th among 200 groups

WORK EXPERIENCE

Graphic Designer/MyTyde/2020-Current

Graphic design intern position. In charge of on campus digital signage reach outs and poster design.

Certified Teacher/Jaranda Inc./2019

Certified teacher for children from age 3 to 12. Private tutor for multiple subjects; Robotics, English, Math, and Korean.