

# CHAEYEON JIN

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## OBJECTIVE

Graphic designer with 3+ years of experience in creating visually compelling marketing materials and branding solutions. Proficient in Adobe Creative Suite and Figma. I excel in developing engaging designs for digital and print formats, ensuring alignment with brand standards.

## PROFESSIONAL EXPERIENCE

### VCD Print Studio

Graphic Design & Print Production Assistant

Seoul, South Korea

February 2025 - August 2025

- Operated risograph, silkscreen, and large-format plotter printing, supporting print production and output preparation.
- Designed promotional posters and gained hands-on experience with print materials, color setup, and production workflows.

### Freelance Designer

Visual Designer

Dublin, Ireland

March 2024 - January 2025

- Designed the logo, T-shirts, and sticker merchandise for a local rock band, resulting in 200+ total product sales.
- Created a 30+ page menu for an F&B client using InDesign, managing the process from layout design to printing production.
- Developed the branding and logo system for a 25-year-old psychological counseling center, modernizing its visual identity.

## PROJECTS

### SiMO: Mockup Image Generator - [Link to project](#)

UX/UI Designer & Front-end Developer

Irvine, CA, USA

September 2025 - December 2025

- Launched an AI-driven commercial mockup image generation tool, streamlining portfolio editing by utilizing cross-functional teamwork, Figma for UI design, and front-end development with React.
- Validated usability with 50+ designers (93% task success), reducing mockup creation time to 25% of the original workflow, and launched a paid product with PayPal integration in collaboration with a back-end developer via GitHub.

### H.U.T magazine - [Link to project](#)

Graphic Designer

Seoul, South Korea

June 2025 - October 2025

- Drove a team project utilizing InDesign and Photoshop to create a zine documenting design students' interviews and daily lives, shaping the visual concept and coordinating team efforts.
- Hand-produced over 50 copies using risography with three-color printing (gold, cyan, black), achieving over 90% sales success, and created custom typography for the book title along with Instagram promotional content.

### From Alley, With Love - [Link to project](#)

Graphic Designer

Seoul, South Korea

March 2025 - April 2025

- Designed and developed a digital stamp collection website featuring 20 original stamps, preserving visual memories of disappearing traditional alleys in Seoul by transforming urban signage and graphic elements into an interactive, nostalgic experience.
- Created a dynamic web interface that integrates graphic design and HTML, empowering users to navigate a curated collection of artifacts through an immersive digital experience.
- Implemented an email feature using EmailJS, allowing users to send emails with attached digital stamps directly from the website, experimenting with bridging the gap between online media and offline communication.

### FFFW: Fourth Floor Fashion Week - [Link to project](#)

Graphic designer, Photographer

Seoul, South Korea

October 2023 - January 2024

- Produced a series of 9 palm-sized zines featuring design students' fashion, leveraging Adobe Creative Suite to guide poses, execute photo shoots, and handle all post-production editing.
- Curated and selected different paper types for each zine to match individual models' aesthetics, demonstrating editorial design expertise through thoughtful material selection that enhanced each publication's visual identity and tactile experience.

## COMPETITION & EXHIBITION

### 1st Place, Likelion Ideathon

Seoul, Korea 05/2025

- Designed a mobile app for alcohol enthusiasts to search, archive, and track drinks and cocktail menus.
- Proposed AI-powered extensions including personalized drink recommendations and image-based cocktail search.

### Excellence Award, Yangpyeong Signage Design Competition

Yangpyeong, Korea 09/2024 - 11/2024

- Redesigned signage for a traditional Korean restaurant (*Deulkkot Hanjeongsik*), creating a modernized brand identity.

## EDUCATION

### Kookmin University

Bachelor's, Visual Communication Design

March 2022 - February 2027

GPA: 4.26

- Minor: Industrial Design
- Scholarship: Full 4-year scholarship for academic excellence (03/2022 - present)
- Publication: "Integrated Bus Assistance Service Design for People with Visual Impairments" (2025)

## SKILLS

**Design tools:** Figma, Framer, Adobe Creative Cloud, Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Cinema 4D

**Programming:** HTML, CSS, JavaScript, Tailwind, React.js, Next.js, Supabase, Vercel, Email.js

**UX Research:** User research, Affinity mapping, Qualitative coding, User flows, IA, Wireframe, Service blueprint, Storyboarding

**Productivity Tools:** GitHub, Notion, JIRA, Slack, Discord, Google Workplace, Trello, FigJam

**Languages:** Korean, English

**Interests:** Film Photography, Scuba Diving, Swimming, Traveling, Latte Art