

Contact

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(LinkedIn)

Top Skills

Marketing

Graphic Design

Public Relations

Languages

English (Full Professional)

Korean (Native or Bilingual)

Certifications

Digital Marketing

Gina Yoo

Product Designer at Omou Learning
Los Angeles

Experience

Omou Learning

Product Designer

April 2020 - Present (1 year 2 months)

- Led teams through project flows and revisions; Worked on marketing portal, login experience, user management, admin log, scheduler, Google Integration, and notification setting features.
- Review existing design systems and processes to identify UX issues and recommendations.
- Provide user-centered design process methods to digital solutions from concept to launch.
- Design and deliver wireframes, user stories, user journeys, mockups, and prototypes optimized for a wide range of devices and interfaces.
- Develop strategic solutions for early-stage project planning, independently deliver on projects, and clearly articulate and defend design decisions.

Brilliant Consulting

Social Media Manager and Graphic Designer

June 2020 - December 2020 (7 months)

Los Angeles, California, United States

- Developed the brand voice and oversee the social/content strategy and creation across all digital platforms, including creative direction, copy, and more.
- Led cross-functional collaboration to ensure proper conveyance of all project deliverables.
- Clients: Netflix, Amazon Studios, Ubisoft, Endeavor Content, CAA, HFPA, Stay Gold Features

Paw La La

Brand Marketing Manager and Visual Designer

May 2019 - July 2020 (1 year 3 months)

Los Angeles, California, United States

- Influenced overall UI styles and creative direction to achieve consistency in branding and project quality.

- Built brand image by managing all aspects of graphic design, including business card design, marketing material, ads, style guides, email marketing, and photography.
- Achieved brand awareness by focusing on the unique design and creative consistency for the website, campaigns, events, ads, and social platforms.

Skinuva

Marketing Director

May 2018 - September 2018 (5 months)

Beverly Hills, California

- Implemented marketing strategies and oversaw creative direction to cultivate a consistent brand voice across all platforms to drive brand equity, customer engagement, and experience.
- Identified PR and influencer partnership opportunities for the launch of SKINUVA products.
- Designed flyers, newsletters, e-commerce and branding materials; Produced videos, copy, graphics, ad and email campaigns.
- Monitored industry trends and competitors; Created brand objectives to drive organic growth.

Reign Brands

Marketing and Customer Experience Coordinator

July 2017 - January 2018 (7 months)

Greater Los Angeles Area

- Managed brand relations & outreach with key influencers; Successfully secured roughly 450 collaborations.
- Measured ROI and engagement data to gauge effectiveness & value of affiliates.
- Modified e-commerce stores on Magento, Facebook, Google, Amazon: updated products, pricing, images, banners, copy.
- Assisted with website customization to improve and maximize user experience.

OSSIC

Marketing and Graphic Design Intern

April 2017 - July 2017 (4 months)

Greater San Diego Area

- Designed flyers, social media overlays & frames; Edited and wrote articles/blogs.
- Analyzed eSports and consumer electronics market for weekly reports.
- Established PR lists from Twitch and YouTube for influencer partnership programs.

UC San Diego Health

Marketing and Events Assistant

July 2016 - July 2017 (1 year 1 month)

San Diego, California, United States

- Supported the event production team; Assisted with registration and email campaigns with ADX, Salesforce, Constant Contact.
- Oversaw daily office operations, including: Arranging event, payroll, and travel calendars.
- Generated leads and UCSD employee lists with over 600 contacts for record keeping.

Education

University of Southern California

Master's of Science, Integrated Design, Business and Technology · (2021 - 2023)

Santa Monica College

Graphic Design and UX Design · (2019 - 2021)

UC San Diego

Bachelor's Degree, Communication and Media Studies · (2015 - June 2017)

Santa Monica College

Associate of Arts, Liberal Arts: Arts and Humanities & Social and Behavioral Science, Communications and Media Studies · (2012 - 2015)