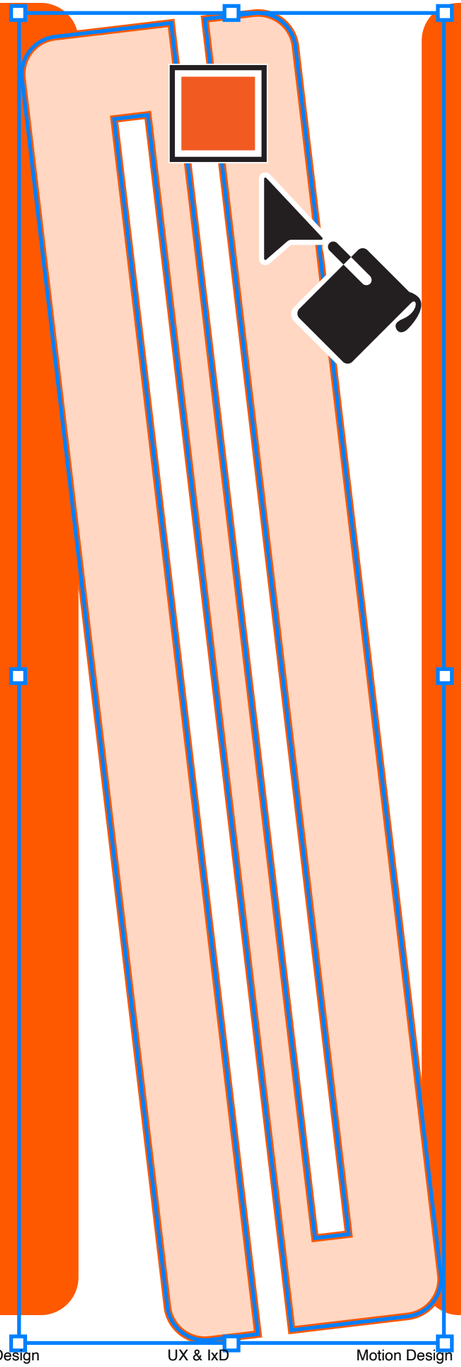
Donghoon Yi donghoon.yi.jobs@gmail.com

DONGHOON YI



I like to observe how technology intersects with visual arts and design. I enjoy interacting with new emerging design tools to create content that will make a positive impact, help as many people as possible, or just make aesthetically pleasing things.

I love learning and designing for railroad and other transit related materials. I love creating helpful and informative infographics and exploring the field of data visualization.

Donghoon Yi donghoon.yi.jobs@gmail.com

Skills Overview

- Packaging Design
- Campaign Poster Series
- Brand Identity Design
- Drawing & Collages
- Editorial Design
- Infographics and Transit Diagrams
- Type Design
- Phototography
- App Redesign & Case Study
- Motion Graphics

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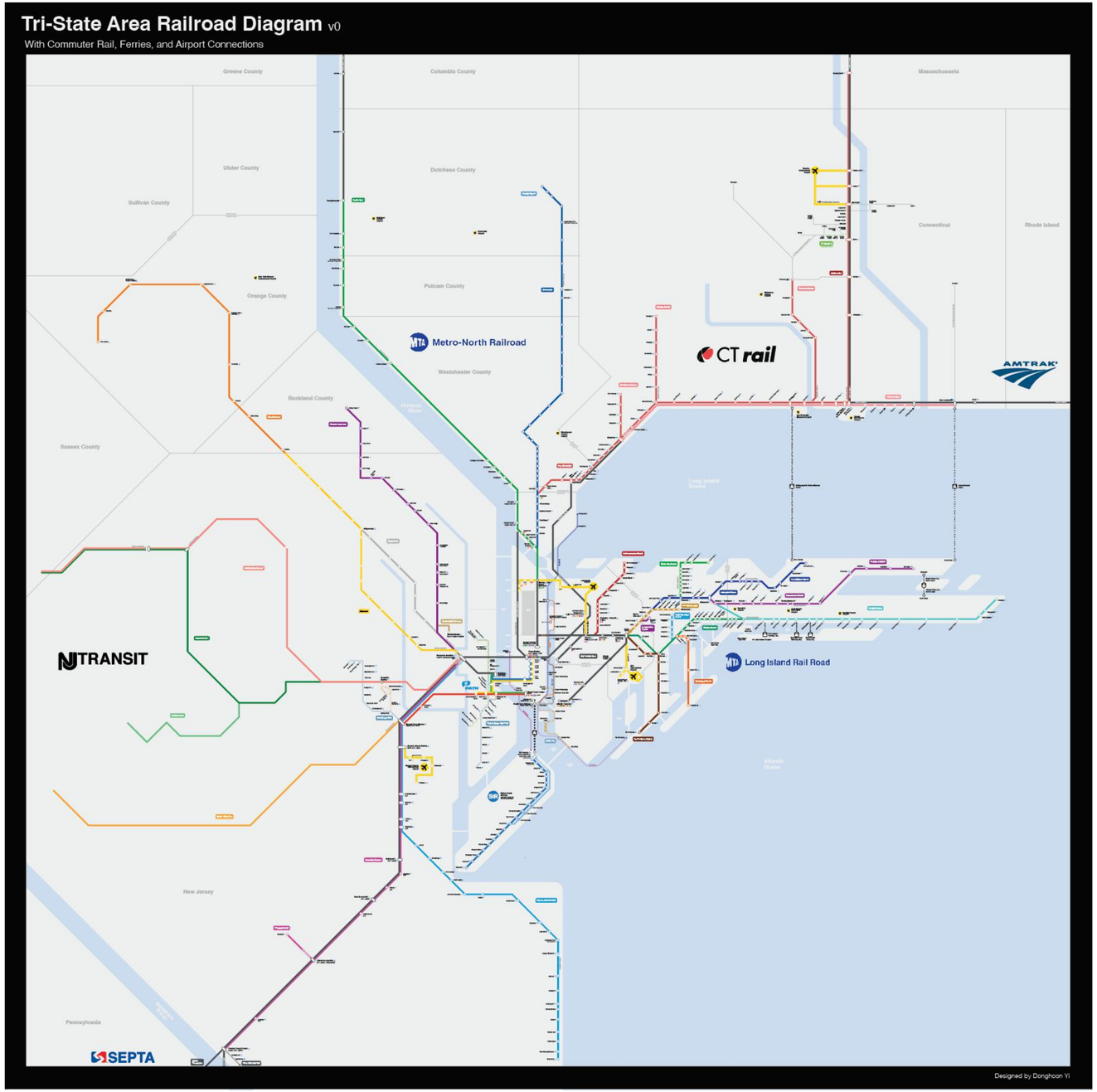
NYC Tri-State Area Transit Diagram

This project is continuously updated and never finished, whether to improve legibility or to add or remove certain informations. I wanted to create a schematic diagram that shows. it. all.



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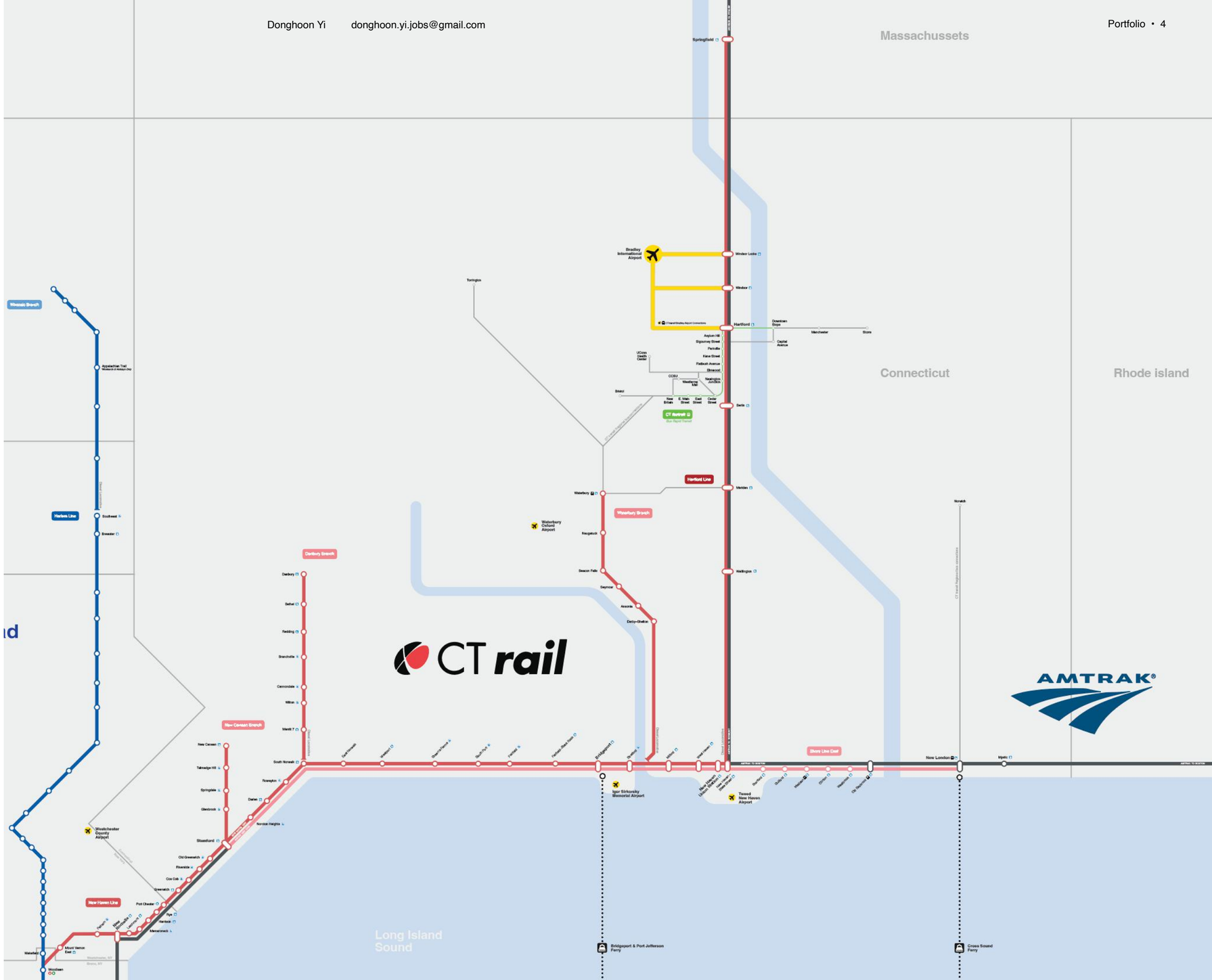
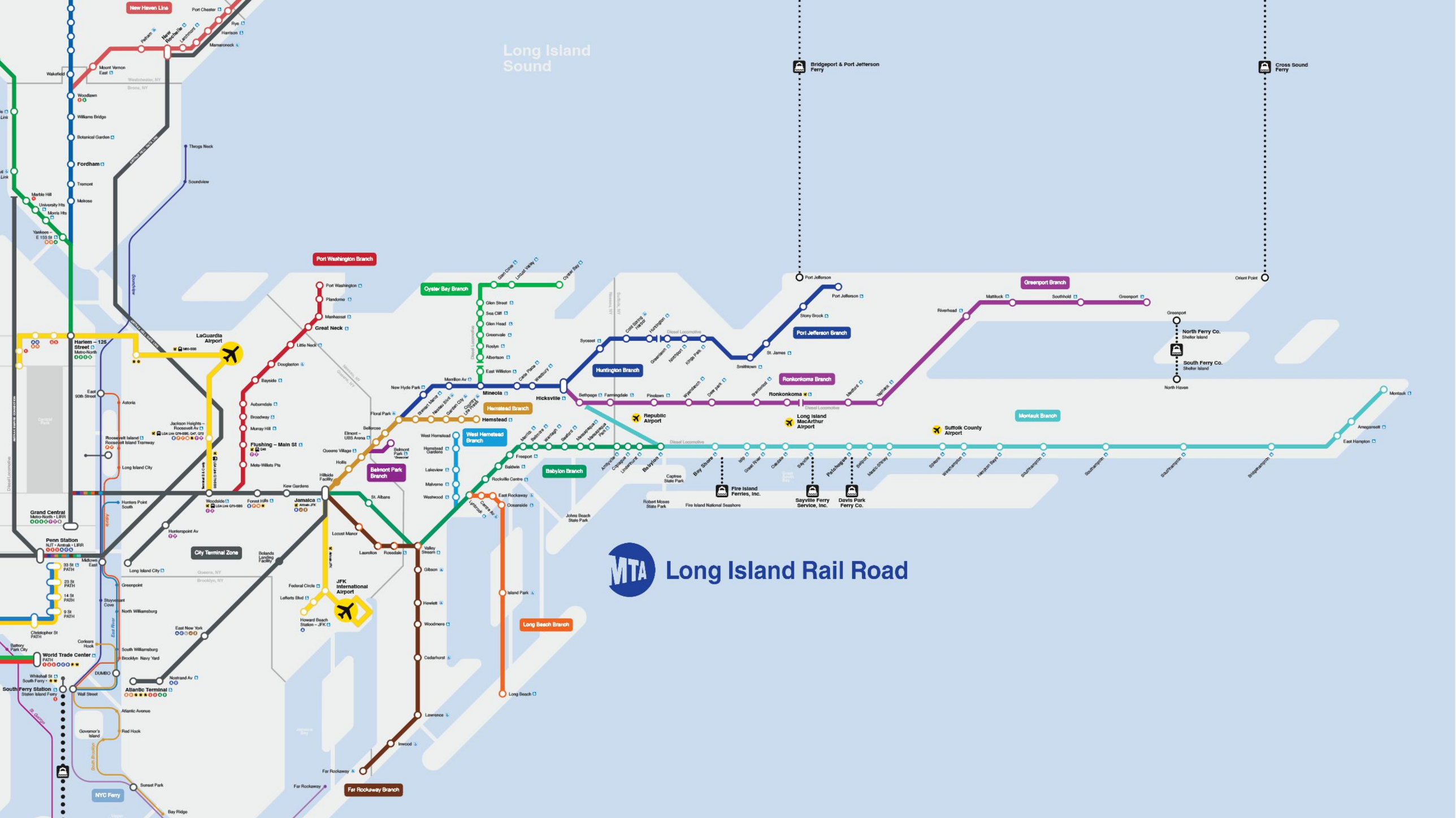
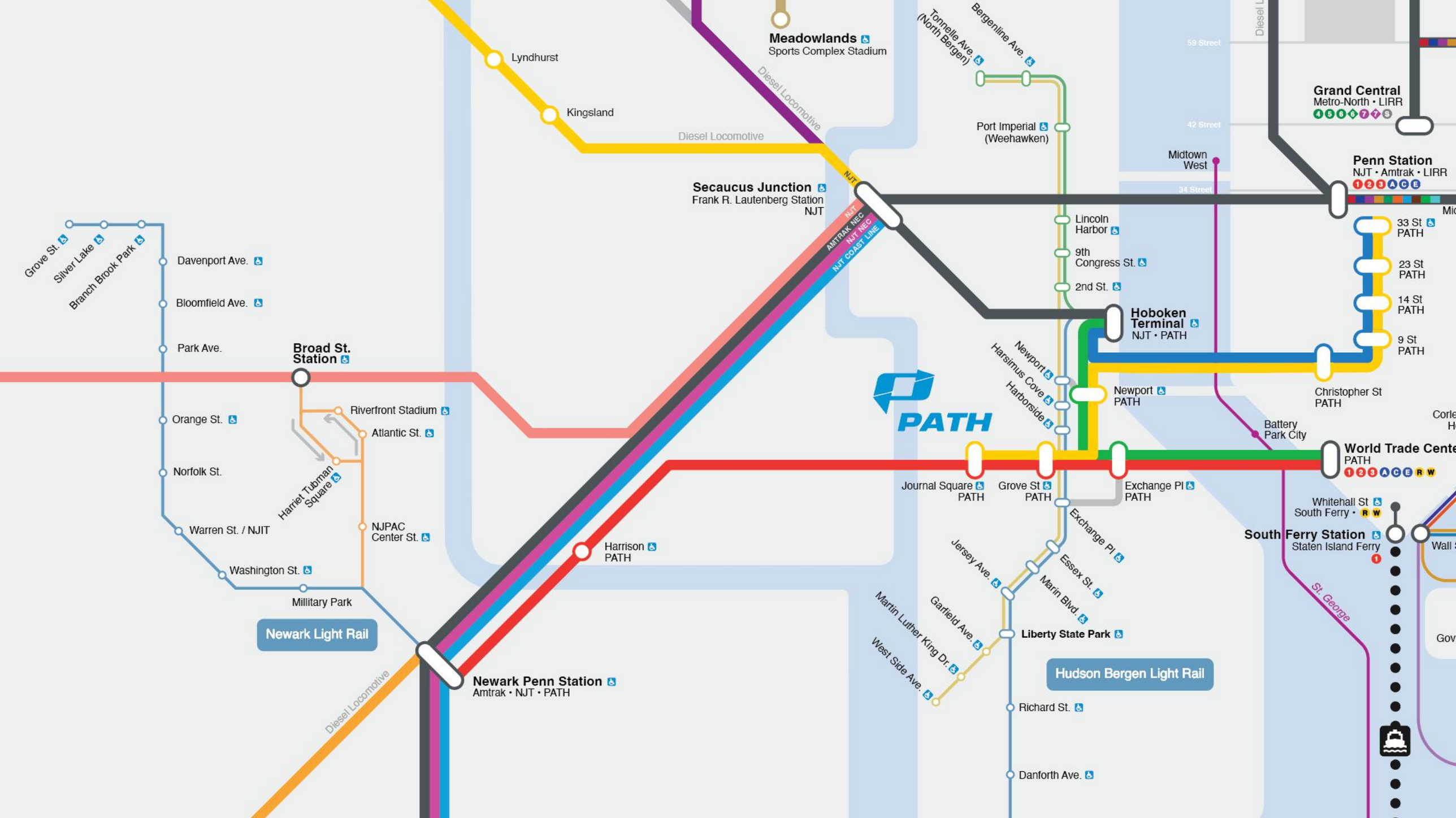



Long Island Rail Road
Long Island Sound
New Haven Line
Port Chester
Rye
Harrison
Mamaroneck
Pelham
New Rochelle
Larchmont
Mount Vernon East
Wakefield
Woodlawn
Williams Bridge
Botanical Garden
Fordham
Tremont
Melrose
Marble Hill
University Hts
Morris Hts
Yankees – E 153 St
Throgs Neck
Soundview
Harlem – 125 Street
Metro-North
LaGuardia Airport
East 90th Street
Astoria
Jackson Heights – Roosevelt Av
Roosevelt Island
Roosevelt Island Tramway
Long Island City
Grand Central
Metro-North • LIRR
Penn Station
NJT • Amtrak • LIRR
Hunters Point South
Hunterspoint Av
City Terminal Zone
Bolands Landing Facility
Midtown East
33 St PATH
23 St PATH
14 St PATH
9 St PATH
Christopher St PATH
Greenpoint
Stuyvesant Cove
North Williamsburg
East New York
Corlears Hook
South Williamsburg
Brooklyn Navy Yard
Battery Park City
World Trade Center
PATH
DUMBO
Nostrand Av
Whitehall St
South Ferry •
South Ferry Station
Staten Island Ferry
Wall Street
Atlantic Terminal
Atlantic Avenue
Red Hook
Governor's Island
NYC Ferry
Sunset Park
Bay Ridge
Port Washington Branch
Port Washington
Plandome
Manhasset
Great Neck
Little Neck
Douglaston
Bayside
Auburndale
Broadway
Murray Hill
Flushing – Main St
Mets-Willets Pts
Kew Gardens
Woodside
Forest Hills
Jamaica
Hillside Facility
St. Albans
Locust Manor
Laurelton
Rosedale
Queens Village
Hollis
Belmont Park Branch
Belmont Park
Floral Park
Bellerose
Elmont – UBS Arena
Federal Circle
Howard Beach Station – JFK
JFK International Airport
Oyster Bay Branch
Glen Cove
Locust Valley
Oyster Bay
Glen Street
Sea Cliff
Glen Head
Greenvale
Roslyn
Albertson
East Williston
Mineola
Hicksville
New Hyde Park
Merillon Av
Garden City
Hempstead Branch
Hempstead
West Hempstead Branch
West Hempstead
Hempstead Gardens
Lakeview
Malverne
Westwood
Valley Stream
Gibson
Hewlett
Woodmere
Cedarhurst
Lawrence
Inwood
Far Rockaway
Far Rockaway Branch
Babylon Branch
Freeport
Baldwin
Rockville Centre
East Rockaway
Oceanside
Island Park
Long Beach Branch
Long Beach
Babylon
Huntington Branch
Syosset
Huntington
Greenlawn
Northport
Kings Park
Smithtown
St. James
Port Jefferson Branch
Port Jefferson
Stony Brook
Bridgeport & Port Jefferson Ferry
Cross Sound Ferry
Orient Point
Ronkonkoma Branch
Ronkonkoma
Medford
Yaphank
Greenport Branch
Riverhead
Mattituck
Southold
Greenport
North Ferry Co.
Shelter Island
South Ferry Co.
North Haven
Montauk Branch
Montauk
Amagansett
East Hampton
Bridgehampton
Southampton
Speonk
Westhampton
Hampton Bays
Bellport
Mastic-Shirley
Patchogue
Sayville
Oakdale
Islip
Great River
Bay Shore
Babylon
Amityville
Copiague
Lindenhurst
Merrick
Bellmore
Wantagh
Seaford
Massapequa
Massapequa Park
Republic Airport
Long Island MacArthur Airport
Suffolk County Airport
Fire Island Ferries, Inc.
Sayville Ferry Service, Inc.
Davis Park Ferry Co.
Fire Island National Seashore
Robert Moses State Park
Captree State Park
Johns Beach State Park
Diesel Locomotive


Meadowlands
Sports Complex Stadium
Lyndhurst
Kingsland
Diesel Locomotive
Diesel Locomotive
Tonnelle Ave. (North Bergen)
Bergenline Ave.
Port Imperial (Weehawken)
59 Street
42 Street
34 Street
Midtown West
Grand Central
Metro-North • LIRR
Penn Station
NJT • Amtrak • LIRR
Secaucus Junction
Frank R. Lautenberg Station
NJT
NJT
AMTRAK NEC
NJT NEC
NJT COAST LINE
Lincoln Harbor
9th Congress St.
2nd St.
Hoboken Terminal
NJT • PATH
33 St PATH
23 St PATH
14 St PATH
9 St PATH
Christopher St PATH
Newport PATH
Newport
Harsimus Cove
Harborside
PATH
Battery Park City
World Trade Center
PATH
Journal Square PATH
Grove St PATH
Exchange Pl PATH
Exchange Pl
Whitehall St
South Ferry • R W
South Ferry Station
Staten Island Ferry
St. George
Grove St.
Silver Lake
Branch Brook Park
Davenport Ave.
Bloomfield Ave.
Park Ave.
Broad St. Station
Riverfront Stadium
Atlantic St.
Orange St.
Norfolk St.
Harriet Tubman Square
Warren St. / NJIT
NJPAC Center St.
Washington St.
Military Park
Newark Light Rail
Harrison PATH
Newark Penn Station
Amtrak • NJT • PATH
Diesel Locomotive
Jersey Ave.
Essex St.
Marin Blvd.
Garfield Ave.
Martin Luther King Dr.
West Side Ave.
Liberty State Park
Hudson Bergen Light Rail
Richard St.
Danforth Ave.

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2 Tactile Typography

Using Tactile Typography to create striking imagery for a campaign message.

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AI Generated Mockup

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Extra Virgin Olive Oil & Balsamic Vinegar

Sketches / Progress

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Donghoon Yi donghoon.yi.jobs@gmail.com

Donghoon Yi donghoon.yi.jobs@gmail.com

EXTRA VIRGIN
OLIVE OIL
BALSAMIC
VINEGAR

About the Typeface

This display typeface is designed to mimic the flow and form of vines and leaves. The overly decorated glyphs are almost more of a pattern than legible letters.

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4

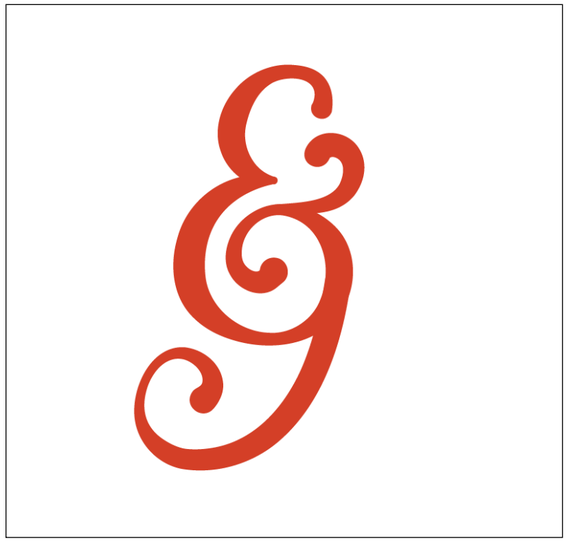
Restaurant Brand Identity

Italian Restaurant Rebranding Project. Visually Elegant brand identity for Gelso & Grand, an Italian Restaurant on a mission to redefine Italian Cuisine in New York.

Mockup Using Stock Photo and Photo Manipulation

Donghoon Yi donghoon.yi.jobs@gmail.com

Logo & Signage

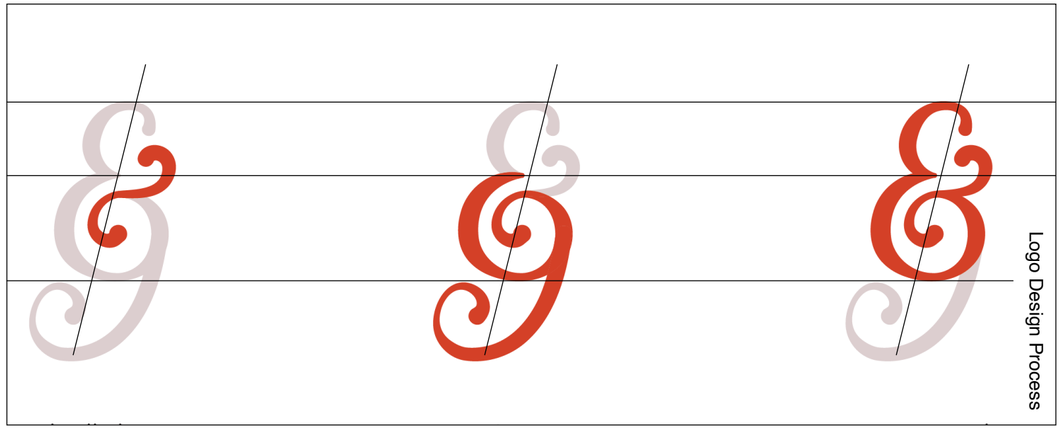


Mockups Using Stock Photo and Photo Manipulation

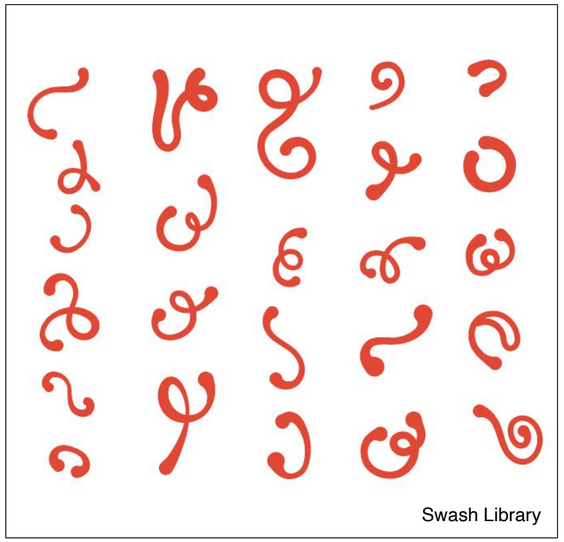
Donghoon Yi donghoon.yi.jobs@gmail.com

Brand Elements

Business Cards



Logo Design Process



Swash Library

Elegant Flourishes on the cursive lettering highlight the bold mission of Gelso & Grand to redefine Italian Cuisine in NY.

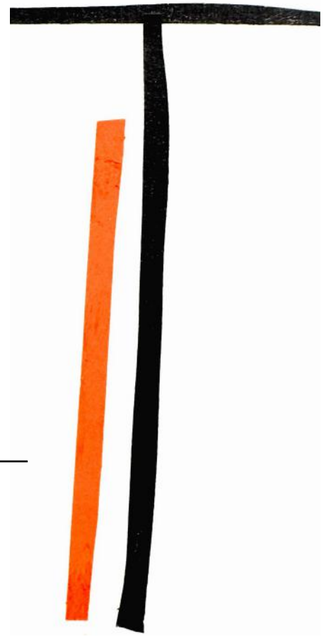
Custom Lettering

Storefront Mockups Using Stock Photo and Photo Manipulation

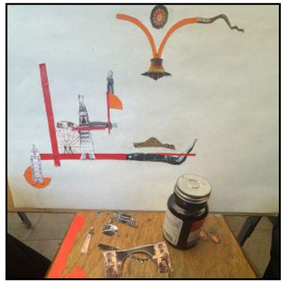
Donghoon Yi donghoon.yi.jobs@gmail.com

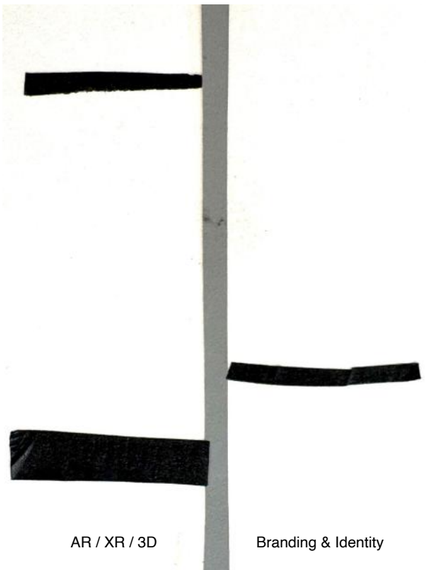
Drawing & Collage

Exploring the Intersection of Drawing and Collage.



Sketches / Progress





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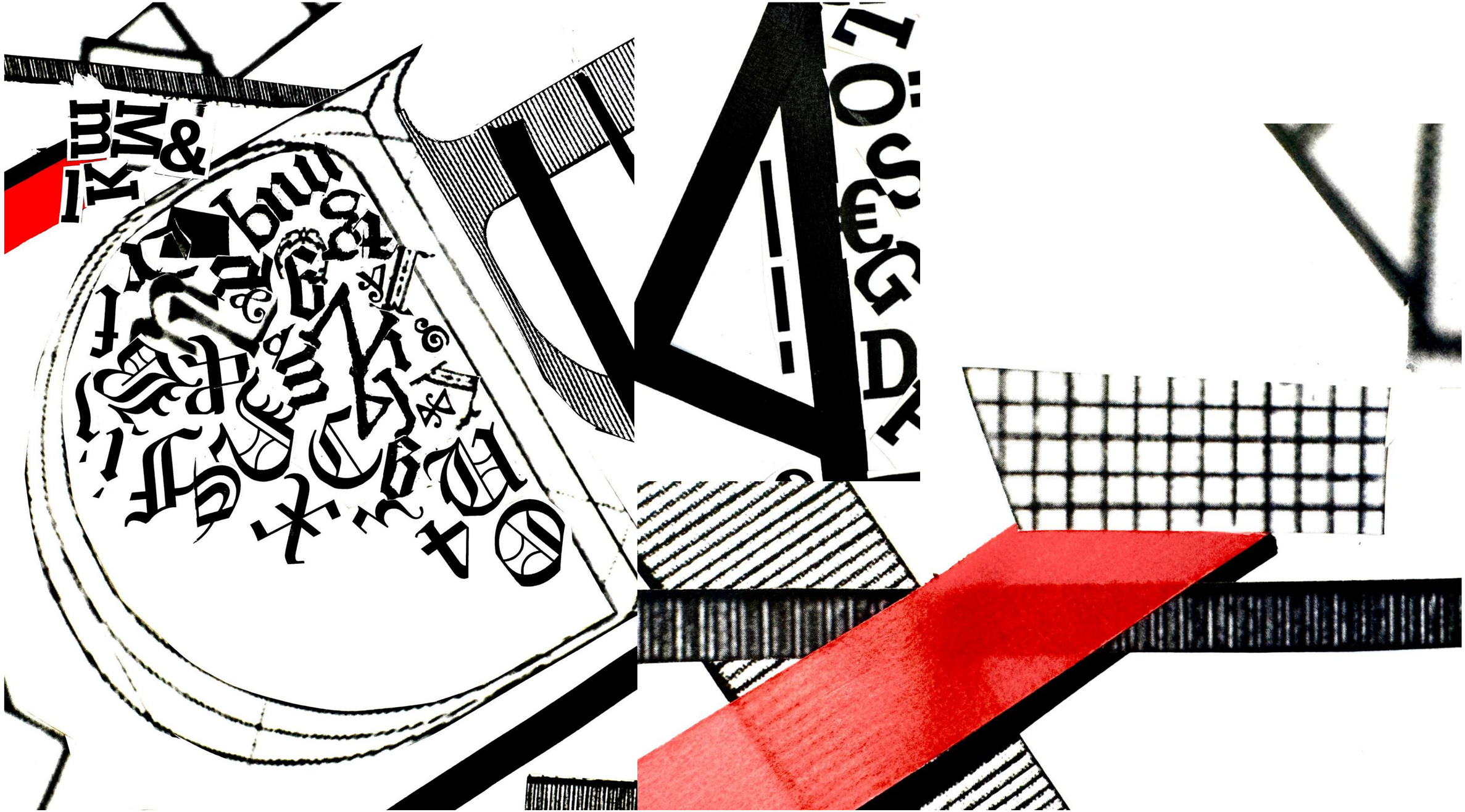

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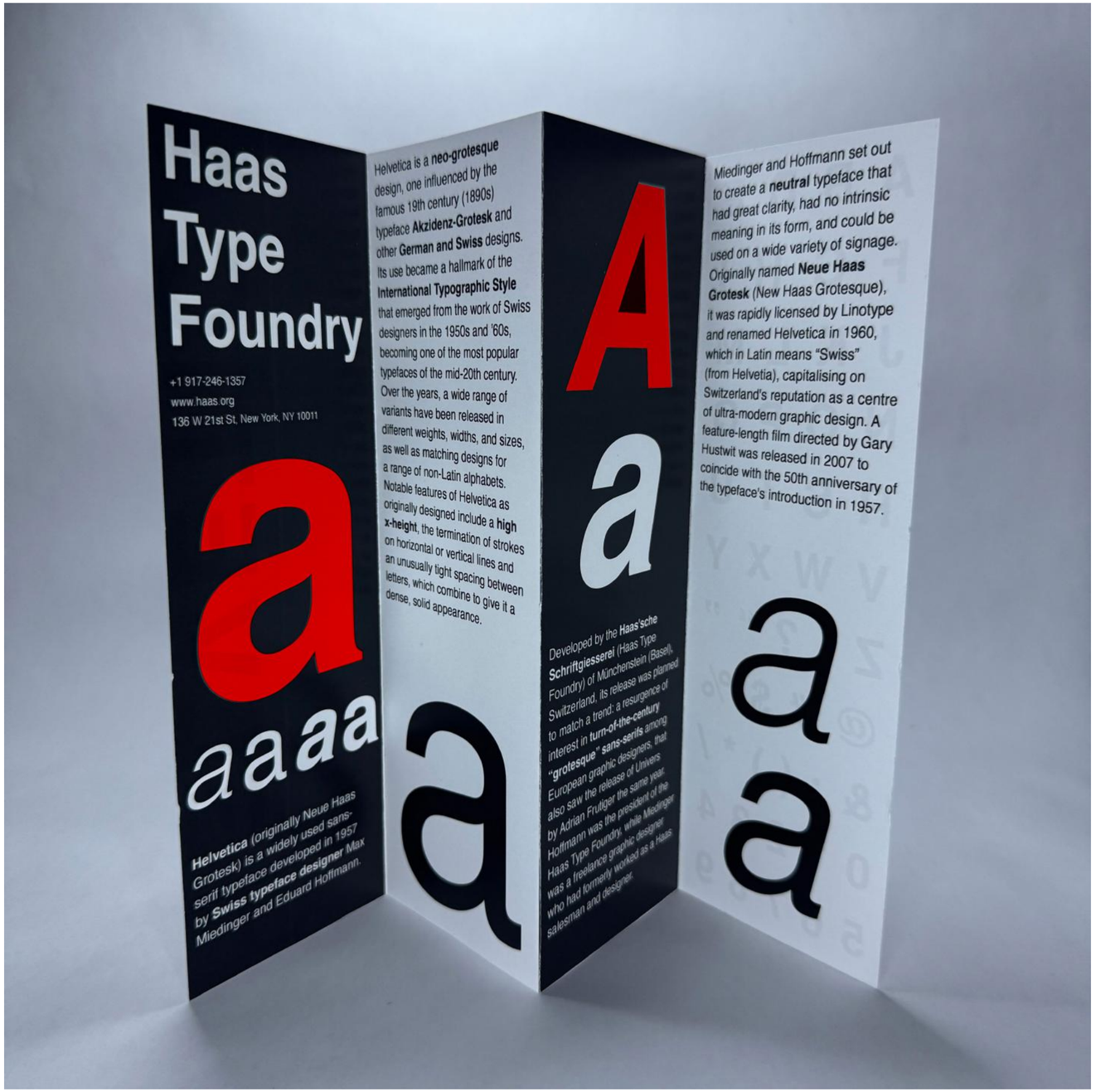
Donghoon Yi donghoon.yi.jobs@gmail.com

Helvetica Brochure

Brochure for all things Helvetica using only simple colors and composition. No imagery or icons were allowed.



5 Different Exploration of the Brochure

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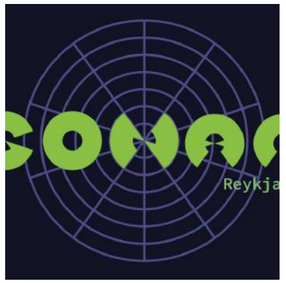
Music Festival

An Electronic Music Festival to celebrate authentic electronic music and artists.

Initial Options / Progress

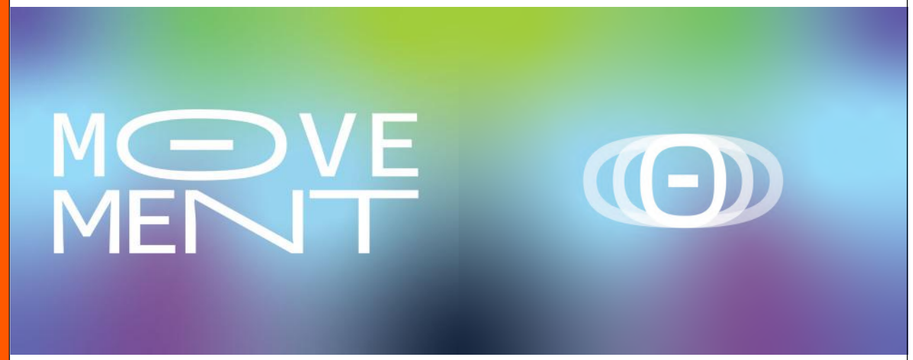


Mockups Using Stock Photo and Photo Manipulation

DAY 1
MOVEMENT
DETROIT'S ELECTRONIC
CARL COX
DJ GIGOLA
MARCEL DETTMANN
CARL CRAIG
CHASE & STATUS

Donghoon Yi donghoon.yi.jobs@gmail.com

Logomark & Logotype



Wayfinding & Indoor

Tickets & Wristbans

ID Cards & Lanyards

Mockups Using Stock Photo and Photo Manipulation

Donghoon Yi donghoon.yi.jobs@gmail.com

Type Design & Zine

Sans-Serif

Donghoon Yi donghoon.yi.jobs@gmail.com

About the Typeface

It is designed to combine the rigid rectangular grid structure of modern design movements with a friendly roundedness to evoke a sense of playfulness. The pill shaped counters and bowls, rounded inner corners, small counters, and the inktraps are some of the defining features of this typeface.

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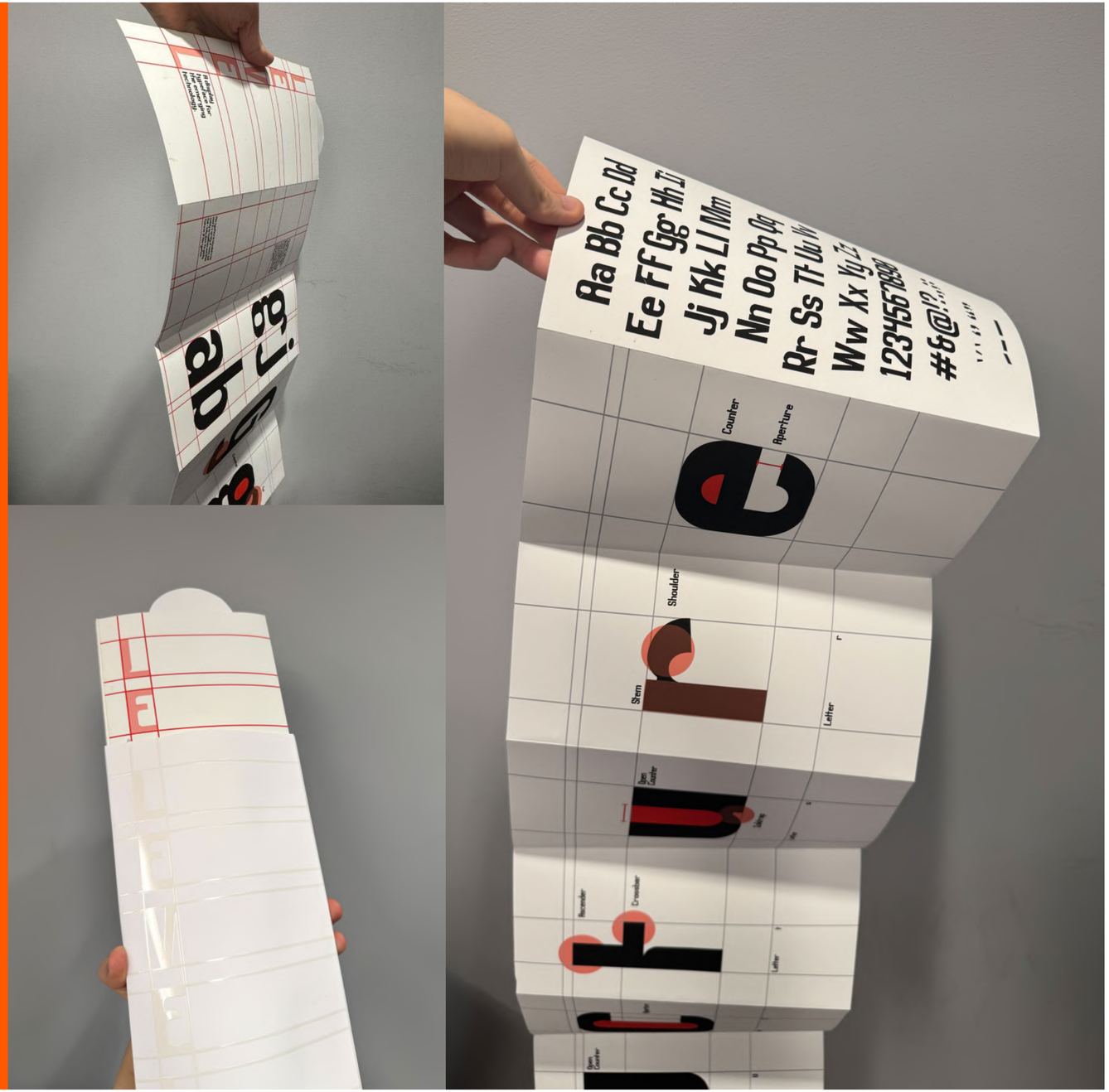
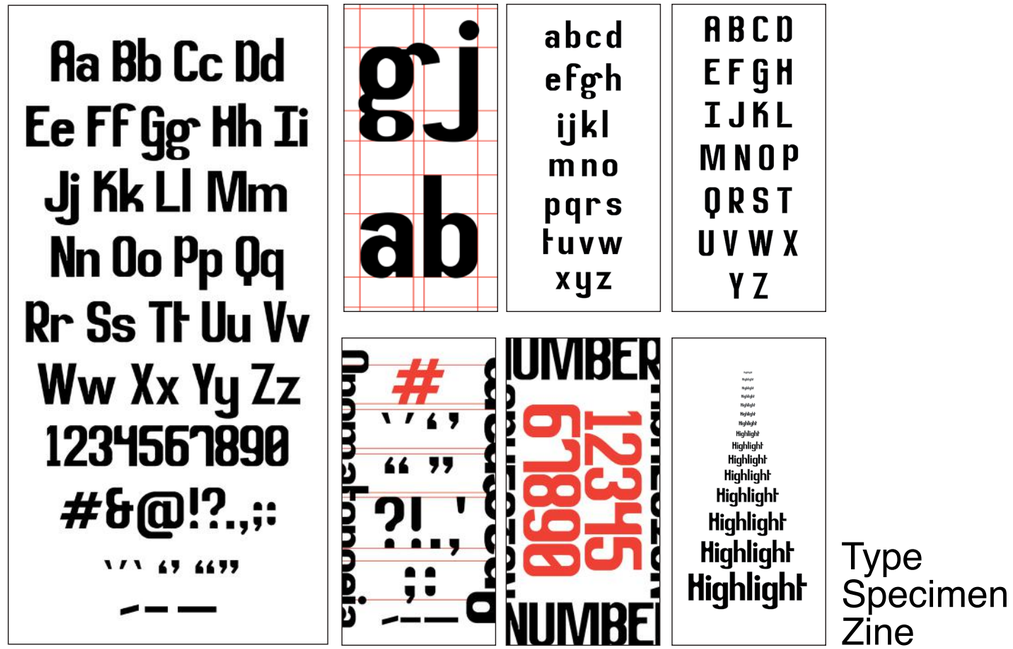
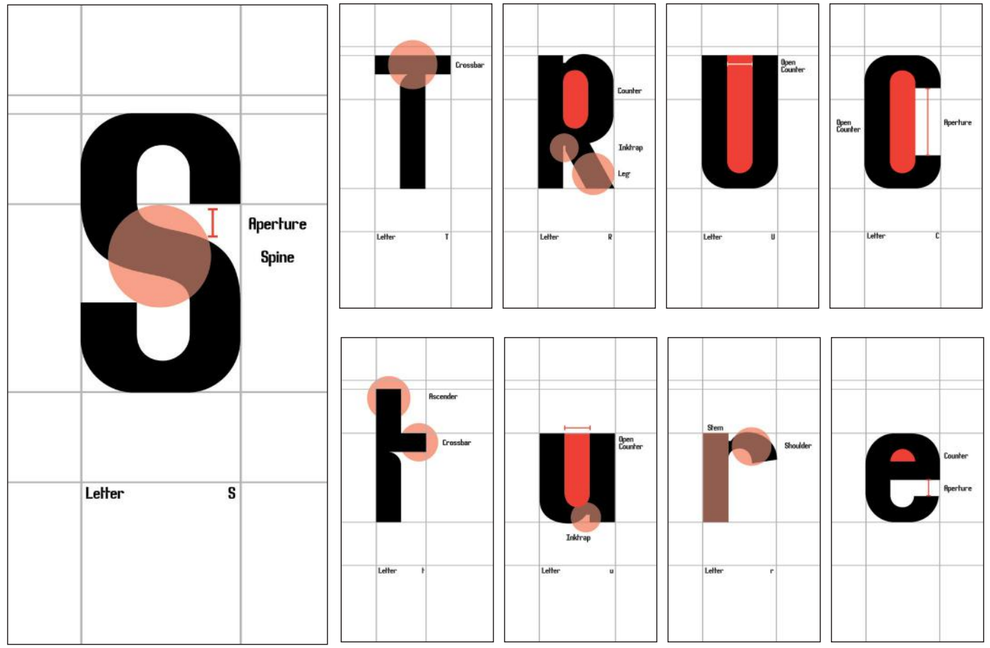




Type Specimen Zine



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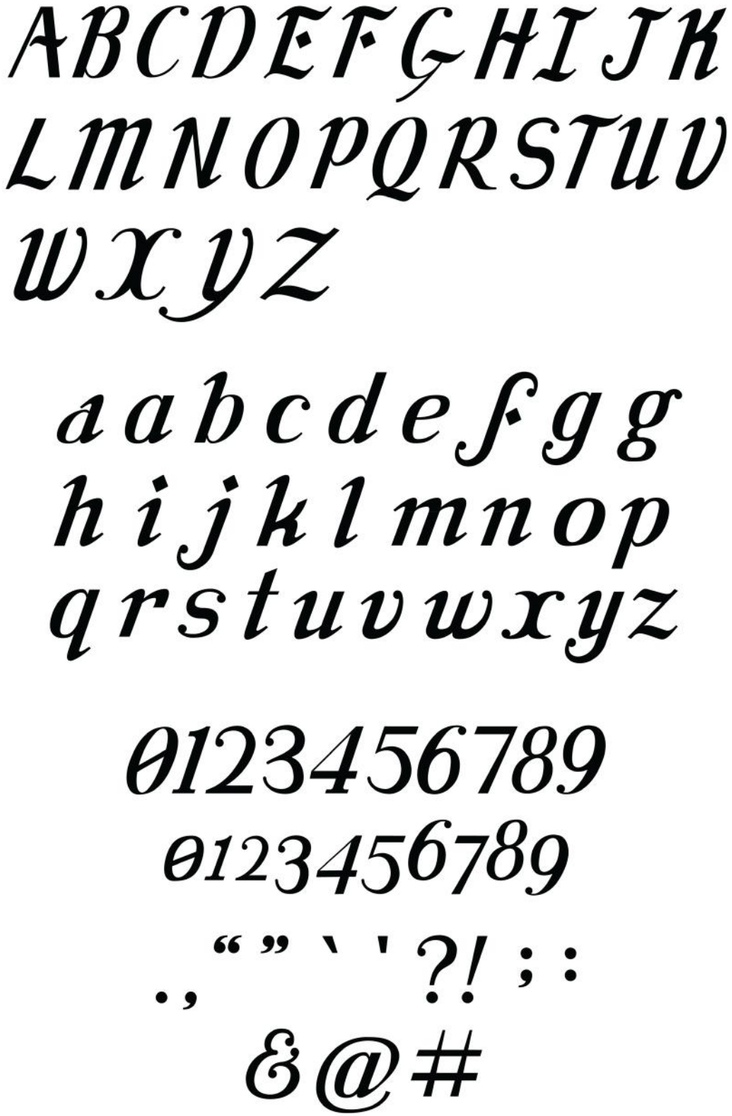
Even MORE Type Designs

N-Segment Display Font

Inspired by 7-segment displays.



Classic Modern

Inspired by Italic font style.

Old Style Brush

Inspired by Old Korean Scipts.

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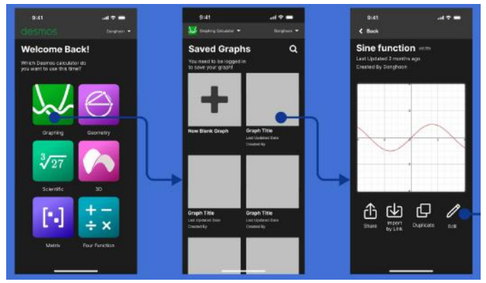
1 App Redesign & UX Case Study

The task was to redesign the UI, UX, and the user flow of an existing app.

Mid-Fidelity Wireframe



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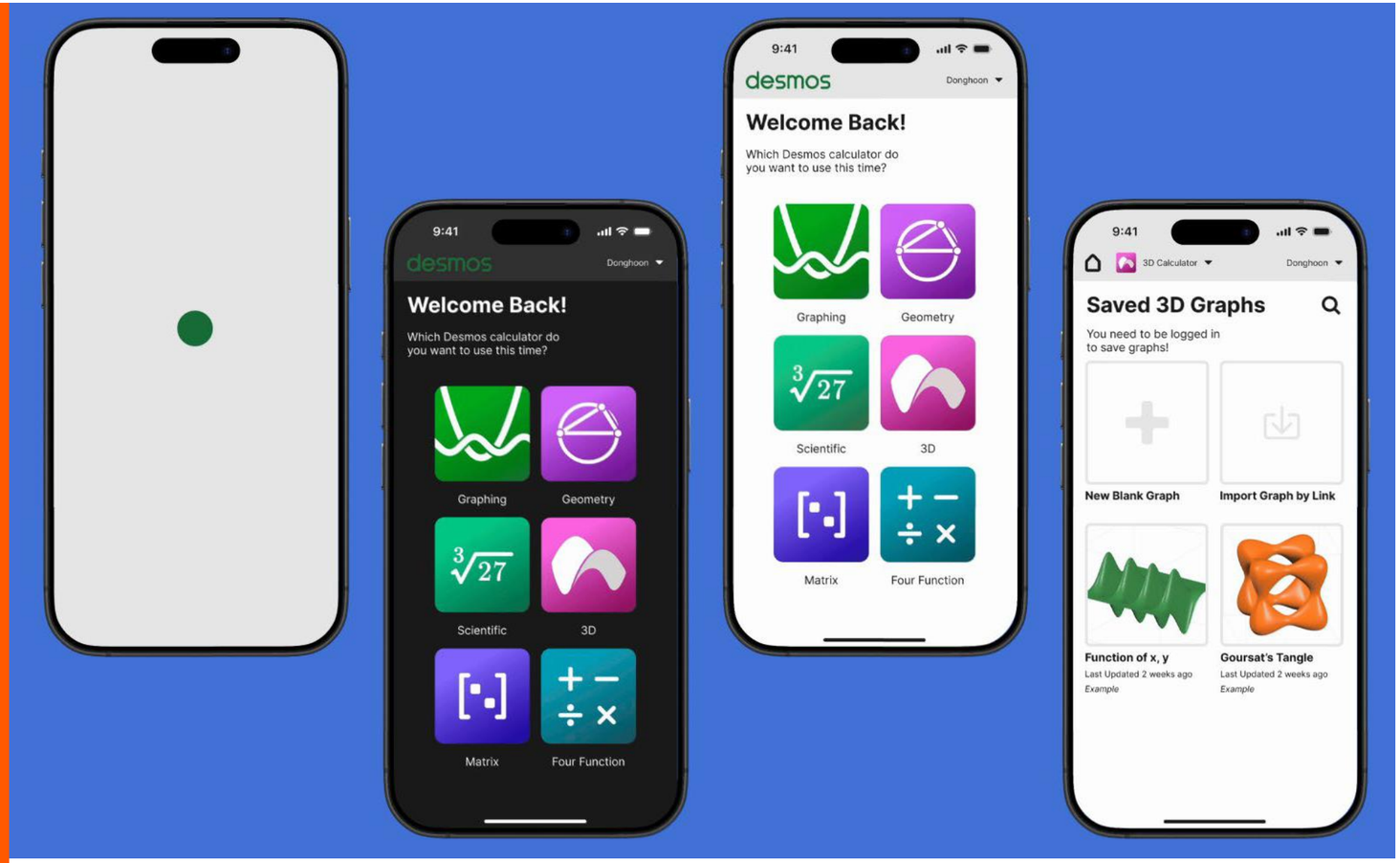
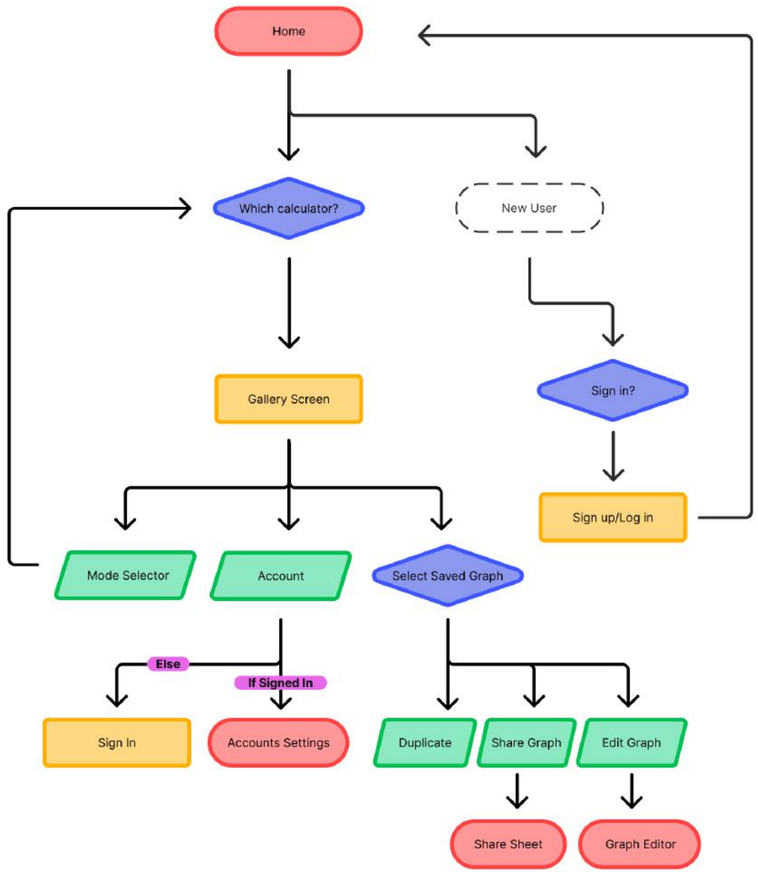


User Flow



About the Project

Desmos Studio's mission is to ensure that everyone has the opportunity to discover their inner mathematician. Some problems with the existing mobile app are Feature Parity, Accessibility, Lack of User Awareness of the app's powerful features, and Competition.

This project was a full case study of Defining a Problem, Exploring Possible Design Solutions, Competitor Analysis, Prototyping, User Testing, Iteration, Finalizing product, Pitch and Presentation, and Reflections.

del
abc
func
9:41
desmos
Welcome Back!
Which Desmos calculator do you want to use this time?
Graphing
Geometry
Scientific
3D
Matrix
Four Function
Back
Sine function
edit title
Last Updated 2 months ago
Created By Donghoon
Share
Import by Link
UEB
Braille Input
Axis Numbers
Minor Gridlines
Rows
X-Axis
Y-Axis
Label:
Step:
Linear
Logarithmic
Lock Viewport
Complex Mode
Radians
Degrees
Donghoon
3D Calculator
Import Graph by Link

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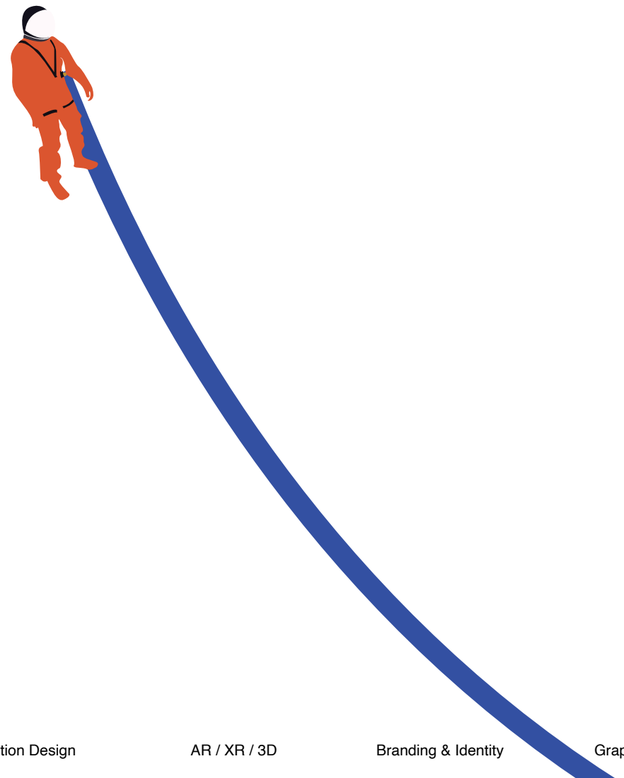
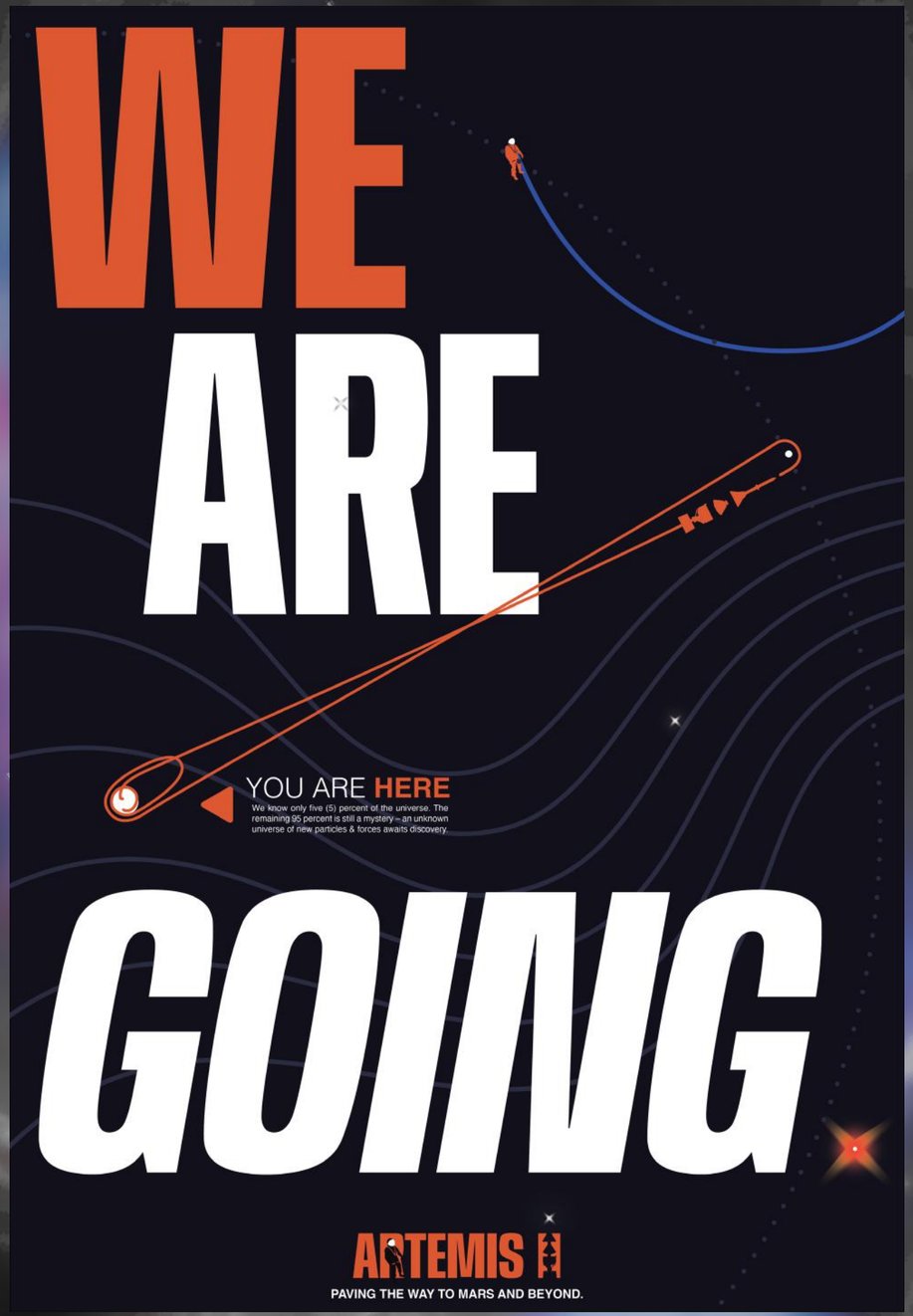
NASA Artemis II Poster

NASA Artemis II Mission is a flyover mission to the moon in NASA's SLS and Orion spacecraft. It will pave our way to Moon-landing for the Artemis III mission.

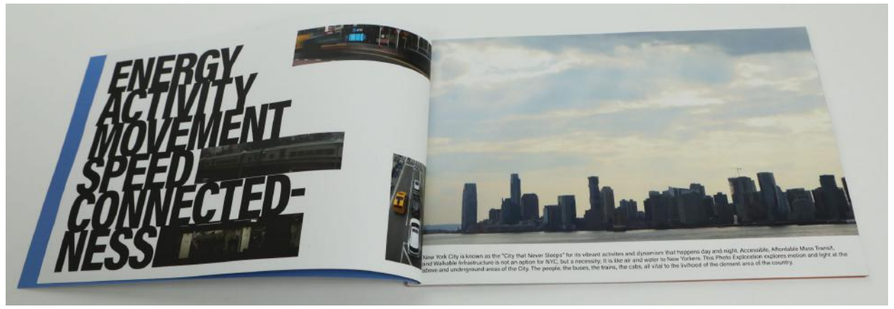



WE
ARE
GOING
YOU ARE HERE
We know only five (5) percent of the universe. The remaining 95 percent is still a mystery—an unknown universe of new particles & forces awaits discovery.
ARTEMIS II
PAVING THE WAY TO MARS AND BEYOND.

Donghoon Yi donghoon.yi.jobs@gmail.com

Photo Zine

Exploring Light, Movement, and Dynamism of New York City enabled by the vast network of trains, planes, ferries, buses, and infrastructure.



Description

New York City is known as the “City that Never Sleeps” for its vibrant activites and dynamism that happens day and night. Accessible, Affordable Mass Transit, and Walkable Infrastructure is not an option for NYC, but a necessity; It is like air and water to New Yorkers. This Photo Exploration explores motion and light at the above and underground areas of the City. The people, the buses, the trains, the cabs, all are vital to the livihood of the densest area of the country.

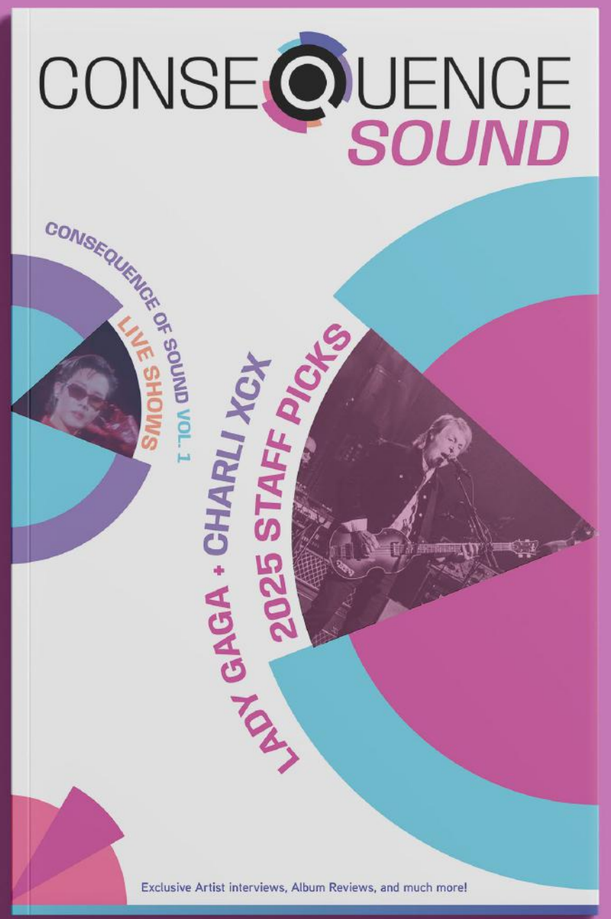
Donghoon Yi donghoon.yi.jobs@gmail.com

12

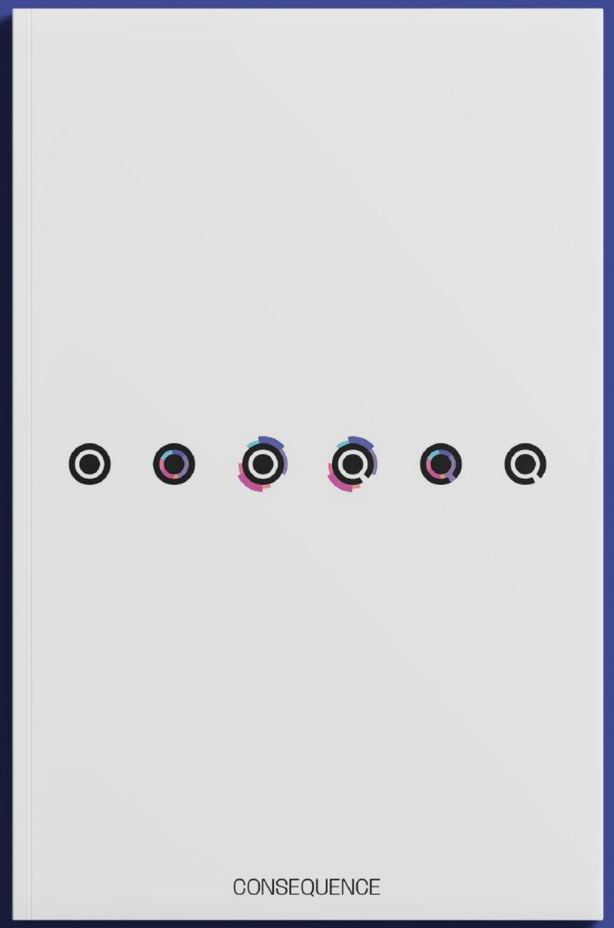
Music Newsletter

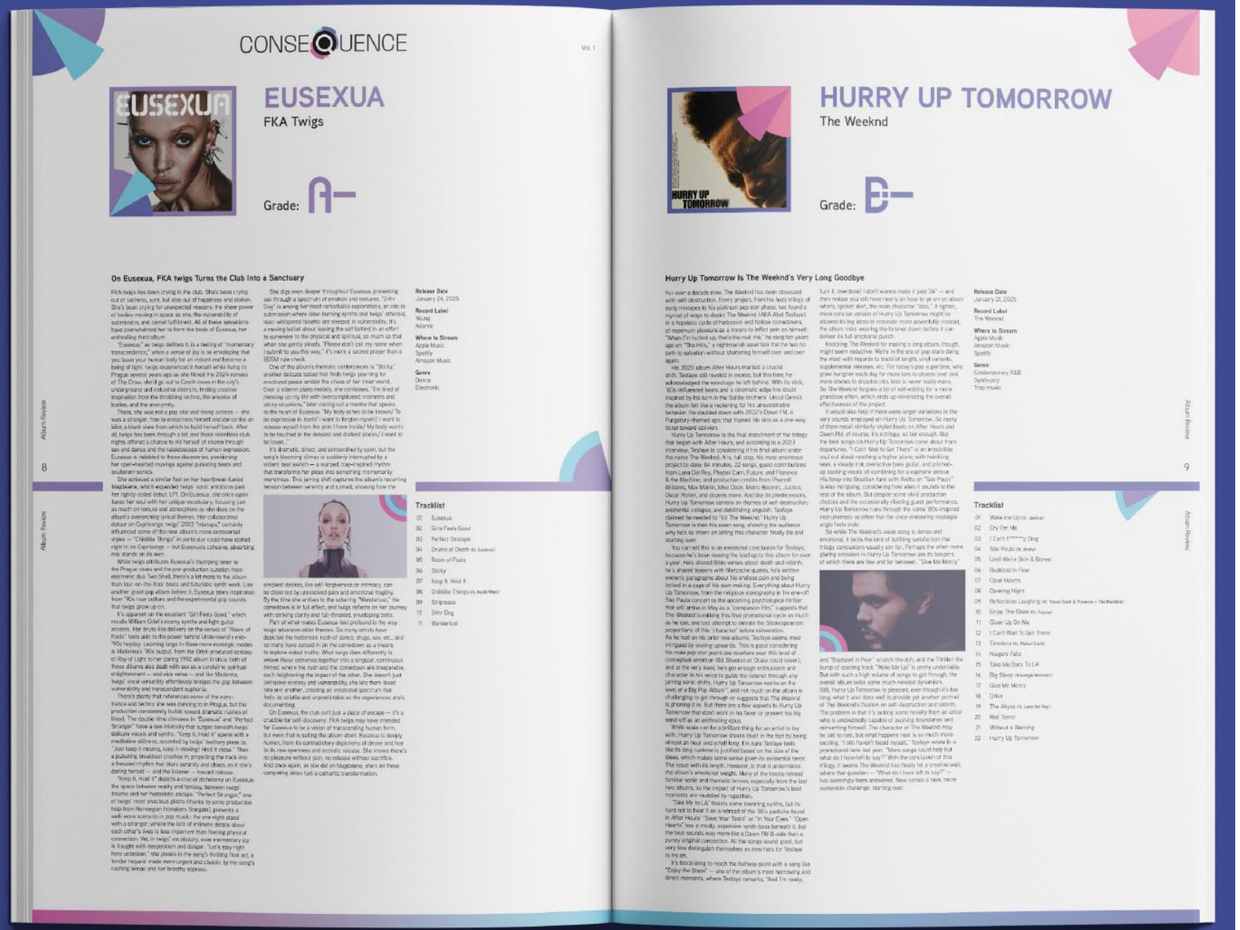
Newsletter for all things music and artists.

Cover & Artist Interview Spreads, 11" by 17"



Back Cover & Album Review Spreads, 11” by 17”





End Paper

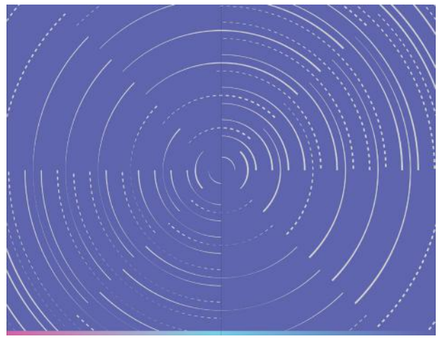


Table of Contents

DONGHOON

Thank You for looking at my works. Have a wonderful rest of your day.

THANK YOU

SVA Faculty and Instructors

Mom and Dad

Friends

NYC Community

and ***YOU*** for looking at my application!