

YOOJIN HONG

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EDUCATION

University of Illinois at Urbana-Champaign (UIUC)

Dual Major: Graphic Design and Advertising

Graduation: May 2015

Current GPA: 3.6

Dean's List: Fall 2011–Spring 2013

Ecole du Louvre | Paris

Study Abroad, July 2013

Studied museology through Ecole du Louvre program. Attended lectures from leading experts at the field including museum administrator, curators, and other professionals.

LEADERSHIP

Champaign Urbana Design Organization (CUDO)

Founder and President of student chapter 2013–2014

Student Liaison of CUDO 2012–present

CUDO Portfolio Review

Team leader *April 2014*

Event Coordinator *April 2013*

Finished Production Exhibition

Founder and a team leader 2013

A Currently Untitled Art Exhibition

Founder and a team leader 2012

SKILLS

Computer Programs

Illustrator, Indesign, Photoshop, Final Cut Pro 7, Microsoft Office, HTML, CSS, Javascript, Processing, iBook Author

Design Print/ Press Techniques

Screen Print, Vinyl Print, Letter Press, and Heat Press

Event Coordinating

Art Exhibitions, Art Festivals, Music Festivals, and Fundraisers

Advertising

Digital/ Social Creative Campaigns, Social Media Advertising, and Media Planning

Language

English and Korean

EXHIBITION

Raw Exhibition | April 2013

Indi-go Artist Co-Op, Champaign IL

Finished Production | April 2012

Indi-go Artist Co-Op, Champaign IL

Graphic Design 2012 Show | April 2013

Link Gallery, Champaign IL

A Currently Untitled Exhibition | April 2012

Indi-go Artist Co-Op, Champaign IL

UIUC Foundation Show | March 2012

Link Gallery, Champaign IL

PROFESSIONAL EXPERIENCE

Colorable Worldwide | Urbana, IL

UX design Specialist, August 2014–Present

Responsible for creating client based design for the agency, including social and digital advertisements. Currently working on a complete agency re-brand, as well as, re-designing the website.

Samsung Electronics | Seoul, South Korea

UX design Intern, June 2014– August 2014

Participated in workshops for UX design in forthcoming Samsung products. Gained firsthand experience with features of upcoming UX designs and created strong visualization for promotions.

Illini Marketing | Urbana, IL

Student Designer, August 2013–January 2014

Communicated with clients and directors to create promotional materials for large events. Marketing materials include posters, flyers, bus ads, billboards, large banners, and web ads.

Ninth Letter vol. 10.2 | Champaign, IL

Design Staff, August–December 2013

Collaborated with design teams on the type setting and page designs for Ninth Letter, an experimental literary and arts journal.

City of Urbana | Urbana, IL

Arts Intern, July–August 2013

Worked with public arts coordinator to brand market materials for a campaign. Marketing materials include logo, bus ads, digital ads, letter head, envelopes, thank you cards, and posters.

McKinney Advertising Agency | New York, NY

Design Intern, May–July 2013

Assisted lead designer and copy writers on their ads involving creating client presentation for Samsung. This work includes brainstorming ideas, designing mock ups, story boards, digital ads, and, information pamphlets.

Buzz Magazine | Champaign, IL

Designer, Sept 2012–May 2013

Designed pages for cover and interior pages, as well as illustrate and type set. Developed templates for best of CU annual awards addition.

Indi-go Artist Co-Op | Champaign, IL

Gallery Director, April–October 2012

Oversaw the gallery, including scheduling the yearly calendar, planning exhibit preparation, designing display of the art works, managing sales, curating opening receptions, and promoting exhibitions.

Gallery Director Assistant, August–April 2012

Managed Indi-go website and assisted artists during the opening reception by catering food, cleaning floors, and monitoring events.