

Josephine Ryu

design & storytelling
jra37@sfu.ca
josephineryu.com

Currently a design student at Simon Fraser University. I've been drawing since forever and love storytelling + humour. My strengths are in ideating and concept design, and my ability to draw helps me communicate my ideas effectively. I learn fast and I'm a great improviser.

Education

BA: Interactive Arts & Technology
Simon Fraser University
(2012 - Present)

Skills

Technical

Adobe Creative Suite
Autodesk Maya
Unity
HTML/CSS
Axure
Microsoft Suite

Creative

Branding/Identity
UI Design
Illustration
Writing
Photo Editing
Color Management

Prototyping

Sketching
Storyboarding
Wireframing

Interests

I enjoy high quality storytelling and animations. In my spare time I love playing stealth video games and enjoying a good cup of coffee.

Experience

Design & Marketing Assistant

Scentuals natural & organic skin care (May 2016 - Dec 2016)

Rebuilt company's brand and wrote a Styling Guide and design procedures.

Designed wide-ranged of marketing collateral, including packaging, labels, subscription emails (retail & wholesale), posters, brochures, post cards, website banners, social media and blog content.

Oversaw photo editing, colour management and printing. Conducted market research, including A/B testing.

Research & Interface Design

Discovered (Jan 2017 - April 2017)

An app concept + prototype created for class. Roles included research, conducting interviews and designing user experience and interface.

Storyboarding & Narrative Development

Amorphous (Jan 2016 - April 2016)

3D animation short for animation class. Roles included narrative development, character design, beatboarding, environment concept art and design, 3D modelling, world creation and animating.

Interface Design & Game Design

Hide & Seek (Jan 2017 - April 2017)

48 hour game jam dedicated to creating horror games. Roles included game design, environment design, storyboarding, user interface design.

Art Direction

Hunters of Kingsport (Jan 2015- April 2015)

A worker placement deck building horror boardgame made for game design class. Roles included art direction, character design and illustration.

Sponsorship Chairman

SIAT Frosh (Summer 2015)

An yearly SFU event welcoming first years. Arranged ~\$250 in monetary/ prize donations, partnership with Boston Pizza Surrey.