

Josephine Ryu

design & storytelling

jra37@sfu.ca

jo-ryu.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
Sketch
Unity
HTML/CSS
Axure
Microsoft Suite

Creative

Sketching
Storytelling
Illustration
Character Design
World Creation
Humour
Photo Editing

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.

Design Experience

Designer

BSTRO Creative Agency (May 2018 - Present)

Successfully followed various clients' styling guidelines to create on-brand marketing collateral such as business cards, online ad banners and emails

Created illustrations and artworks that supported clients' visual brand

Researched and evaluated clients' competitors, creating Gap Analysis reports and creative business solutions

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-range 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.

Story & Art Experience

Game & Level Designer, Story Development

Beep (Jan 2017 - April 2017)

3D action adventure game developed in Unity for game design class.

Created game world, building and modelling, designed characters and background story. Designed game mechanics, levels and conducted gameplay testing sessions.

Won honorable mention in class and showcased at Comics & Games @ VanCAF.

Storyboard Artist, Concept Artist

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.