



PEI YU SUN

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## EXPERIENCE

- May, 2018 - Current REDSPOT INC.**  
**Interaction Designer**  
Consulting the UI/UX Design for the APP. Conducted proposals for package solutions for app user (restaurant). Designing delivery packages for the customers. Designing the overall look for the machine.
- May, 2018 - Current WANPAKU BK**  
**Branding and Visual Identity Designer**  
Branding for the company. Designed logo and signage for the restaurant. Designed a set of Japanese typography. Designed visual identities including menu, business card, packages and etc. Conducted visual directions for photoshoot. Conducted a brand guideline for the company.
- Aug, 2017 - Current OVERICE DESIGN STUDIO**  
**Visual Identity and Interaction Designer**  
Branding for the company. Collaborated with the studio and conducted design direction plans for several projects.
- May, 2016 - Jun, 2016 I PINCO PALLINO**  
**Graphic Design Intern**  
Generate the illustrations done by the fashion designer into vector graphics. Creating graphics based on the moodboard provided by the designer. Designing repeated patterns for baby products such as baby bed accessories, pajama, etc.
- Apr, 2015 - Jun, 2016 YONGHONG FOOD CO. LTD.**  
**Graphic Design Intern, Freelance**  
Designed ad images such as email campaign, instagram posts, website banners, etc. Photographed jewelry and retouching. Photographed headshot photos for the group.
- May, 2014 - Jun, 2014 LAVENT ART GALLERY**  
**Graphic Designer Intern**  
Designed the sculpture installation instruction sheet. Organized and redesigned the illustrations in their catalog. Redesigned the park map that shows position of their sculptures. Designed logo for their featured artist.

## EDUCATION

- 2013 - 2017 PARSONS THE NEW SCHOOL FOR DESIGN**
- Major: Communication Design**  
Cumulative GPA: 3.6
- Minor: Fashion Communication**  
Cumulative GPA: 3.8

## SKILLS

### LANGUAGES

Mandarin / English / Japanese

### COMPUTER

Adobe Illustrator / Adobe Photoshop /  
Adobe Indesign / Adobe Lightroom /  
Adobe Aftereffects / Adobe Premier

### OTHER

Photography / Fashion Illustrations