Minku Han
Graphic Designer

+ 226-606-0643 // minkukevinhan@gmail.com
minkuhan.github.io/portfolio // linkedin.com/in/minkuhan

Experience /

Freelance Graphic Designer at Red Automotive
July 2019 - Present

• Created print marketing to expand and promote the brand, including business cards, gift cards, T-shirts, and coupons

• Produced social media advertisements to reach out to new and established customers as well as to strengthen their online presence

• Designed & developed Red Automotive's new website with a focus on optimizing SEO and the UX and UI

Freelance Designer at Auphan Software
March 2021 - May 2021

• Redesigned SMS Notification Management UI into a modern and clean design, with a goal to improve the UX

• Created icons to be used in the new front restaurant web application

Freelance Graphic Designer at Hatago Travel
June 2020 - July 2020

• Assisted social media marketing by creating infographics that teach about Japan's culture, food, and history

UX Designer at ZetoTec
May 2018 - Aug 2018

• Designed mobile prototypes and front-end website mock-ups to have unified branding as well as to enhance the UX and UI from understanding the pain points from the target demographic

Graphic Designer at Trusted Clothes
May 2017 - Aug 2017

• Crafted infographics to raise awareness about the existing social issues around the world as well as promoting ethical and healthy fashion

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Project Experience /

TRACK - Scotiabank Factory U
GBDA 402 – Capstone Course / Jan 2019 - April 2019

• A financial goal-setting product that teaches and encourages young Canadians to be financially independent

• Contributed as conducting user research to understand the target demographic & designed high fidelity mock-ups as well as the prototype with team members

Education /

Bachelor of Global Business and Digital Arts
Sept 2015 – Apr 2019 - University of Waterloo

• Dean's Honours List (2019)

City University of Hong Kong Exchange Program
Sept 2018 – Dec 2018 - City University of Hong Kong,

Activities

Arts Student Union Member at the University of Waterloo
September 2016 - December 2016

• Co-designed T-shirts to promote the Arts Student Union, sold out all T-shirts during first promotional event

Participated in Expressions 39 at Kitchener Waterloo Art Gallery
Feb 2014 - Mar 2014

• A Blind Contour Project with a photography class

Skills

Software	Design
Adobe Create Suite	Usability Testing
HTML & CSS	Problem-Solving
Affinity Designer	UX and UI
Figma & InVision	Time-management
Microsoft PowerPoint	Creativity