



**Minku Han**

Visual Designer

minkukevinhan@gmail.com

linkedin.com/in/minkuhan

## Experience /



### Freelance Graphic Designer at Red Automotive

July 2019 - Present

- Creates print marketing to expand and promote the brand, including business cards, gift cards, T-shirts, and coupons
- Produces social media advertisements to reach out to new and established customers as well as to strengthen their online presence
- Designs & develops 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 user interface into a modern and clean design and enhance user experience
- 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



## Minku Han

Visual Designer

minkukevinhan@gmail.com

linkedin.com/in/minkuhan

## 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

Adobe Create Suite  
HTML & CSS  
Affinity Designer  
Figma & InVision  
Microsoft PowerPoint

### Design

Usability Testing  
Problem-Solving  
UX and UI  
Time-management  
Creativity