



Minku Han

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

- 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 improving user experience



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



UX Designer at ZetoTec

May 2018 - Aug 2018

- Designed mobile prototypes and website to have unified branding as well as to improve user experience by conducting user research and outlining user flows

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

- Concentration in Creative Media



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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

Activities

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

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

Skills

Software

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

Design

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