



Sumin Ha,

Multimedia Designer

with Dev & Marketing Experience

6+ years of experience as a multimedia designer, specializing in branding, digital & print design, web & app design, motion graphics, packaging, and more.

Email

works.sumin@gmail.com

Mobile

+64 020 4017 7737

LinkedIn


linkedin.com/in/reinaha

Website


reinaha.github.io/portfolio

- Proficient in UX tools (Figma, Adobe XD, Sketch) and graphic design tools (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Firefly)
- Experienced in front-end development, including JavaScript, HTML, CSS/SCSS, jQuery, and CMS platforms like WordPress, Shopify, and more.


Experience




Visual Communication Designer
NZPost
Jul 2023 - Present 1 YR 5 MOS / FULL-TIME




Digital Designer & UX/UI Designer
Osstem Implant NZ
Jan 2019 - Jan 2023 4 YRS 1 MO / FULL-TIME




Digital Designer & UX/UI Designer
PropertiMax Real Estate
Apr 2018 - Jan 2020 1 YR 1 MO / FULL-TIME



Digital Designer
Foundation North
Apr 2018 - Jan 2020 3 MOS / INTERNSHIP



Digital Designer
About Health Supplements
Oct 2018 - Mar 2019 6 MOS / PART-TIME



Wordpress Developer
VirtualTAG
Sep 2017 - Oct 2017 1 MO / CONTRACT

! Work experience details on the next page

Education








UX and Web Development, Web and Graphic Design
Yoobee School of Design
2015 - 2017 / Auckland, New Zealand







Business Management - Marketing
INHA University, Korea
2011 - 2014 / Incheon, South Korea

Hard Skill



Graphic and Digital Drawing Tools

 Illustrator  Photoshop  Indesign  Fresco  Procreate



Prototype and Digital Design Tools

 Figma  Sketch  Adobe XD  Google Web Designer






Motion Design Tools

 Premiere Pro  After Effect

AI Design Tools

 Adobe Firefly  MidJourney

Front-End Web Development and CMS Software

 HTML  CSS  Javascript  Wordpress  Squarespace

Soft Skill

AI-Friendly

Problem-Solving

Team-Friendly

Self-Motivated

Quick Turnaround

Multi-Industry Insight

Projectsreinaha.github.io/portfolio

ReferencesAvailable Upon Request



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Visual Communication Designer

NZPost

Jul 2023 - Present 1 YR 5 MOS / FULL-TIME

TYPE Postal Service Company
ROLE Visual Communication Designer
TASK Branding design, Contents design, A.D design, Digital design, Print design, SNS design, eDM design, Video editing, Motion design, Stamp design, Photography & image editing, Presentation design, Event design

TOOL

- Maintained consistent corporate brand identity across all company materials.
- Designed graphic materials for both print and digital media.
- Developed brand assets including icons, illustrations, photography, presentations, and videos.
- Designed official New Zealand stamps, including the 2024 Christmas and New Zealand Postcrossing stamps, as well as the upcoming 2025 Anzac stamp.
- Supported design needs for various internal teams.

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Digital Designer & UX/UI Designer

Osstem Implant NZ

Jan 2019 - Jan 2023 4 YRS 1 MO / FULL-TIME

TYPE Dental Equipment Company
ROLE Lead designer
TASK Branding design, Contents design, A.D design, Digital design, Print design, Website design, Mobile design, SNS design, eDM design, Video editing, Motion design, Photography & image editing, Presentation design, Document design, Event design

TOOL

- Led brand design strategy and created brand guidelines for consistent application across all company materials/advertising.
- Designed graphic materials for both print and digital media.
- Developed brand assets including icons, illustrations, photography, presentations, and videos.
- Redesigned the company official website and web app to improve user experience and visual appeal.
- Developed the company website using WordPress and CSS, ensuring responsiveness across all devices.
- Designed UX/UI for a dental supply e-commerce App/website.

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Digital Designer & UX/UI Designer

PropertiMax Real Estate

Apr 2018 - Jan 2020 1 YR 1 MO / FULL-TIME

TYPE Real Estate Trading Company
ROLE Lead designer
TASK Website design, Mobile design, Branding design, Contents design, User research, Testing, Photography and image editing

TOOL

- Led the UX/UI design for a Real Estate trading application, website, and admin dashboard, including the creation of wireframes, prototypes, and a comprehensive design system.
- Assisted senior developer in building the website and web app from scratch using front-end coding.
- Ensured cross-browser compatibility and responsive design.
- Updated clients regularly on project progress.

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