

# **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.

#### Fmail

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 1YR5 MOS / FULL-TIME



#### **Digital Designer & UX/UI Designer**

Osstem Implant NZ

Jan 2019 - Jan 2023 4YRS1MO/FULL-TIME



### Digital Designer & UX/UI Designer

PropertiMax Real Estate

Apr 2018 - Jan 2020 1YR1MO/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 1MO/CONTRACT



Work experience details on the next page

Projects

reinaha.github.io/portfolio

References

Available Upon Request

#### **Education**



## UX and Web Development, Web and Graphic Design

Yoobee School of Design

2015 - 2017 / Auckland, New Zealand



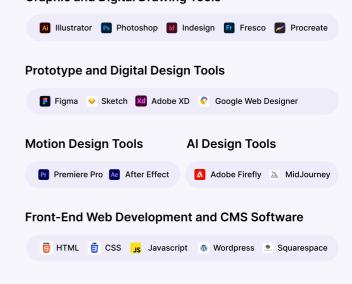
#### **Business Management - Marketing**

INHA University, Korea

2011 - 2014 / Incheon, South Korea

## **Hard Skill**

## **Graphic and Digital Drawing Tools**



#### Soft Skill

Al-Friendly	Problem-Solving	Team-Friendly
Self-Motivated	Quick Turnaround	Multi-Industry Insight



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#### **Visual Communication Designer**

**NZPost** 

Jul 2023 - Present 1YR5 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

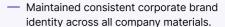
TOOL











- 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.

Click to view works

Click to view works

Click to view works

Click to view works



#### **Digital Designer & UX/UI Designer**

Osstem Implant NZ

Jan 2019 - Jan 2023 4YRS1MO/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.

Click to view works

 Designed graphic materials for both print and digital media.

 Developed brand assets including icons, illustrations, photography, presentations, and videos.

Click to view works

 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.

Click to view works

 Designed UX/UI for a dental supply e-commerce App/website.

Click to view works

Click to view works



## Digital Designer & UX/UI Designer

PropertiMax Real Estate

Apr 2018 - Jan 2020 1YR1MO/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



















— 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.