



Hello 🙋 my name is

# Sumin Ha

+7yrs Intermediate Multi Media Designer



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Portfolio

[bit.ly/2024designbysumin](https://bit.ly/2024designbysumin)

Website

[reinaha.github.io/portfolio](https://reinaha.github.io/portfolio)

## Highlights

- 7+ years of web/graphic design work experience.
- Experienced in diverse design fields : branding, advertising, print, social media, web/app design, video creation, packaging, magazine design, event design.
- Experience collaborating with external suppliers : print companies, photographers, event agencies, and more.
- Experienced in design, development, and marketing, with strong multitasking skills.

## Education



### Web and Graphic Design

YooBee School of Design

2015 - 2017 | Auckland, New Zealand



### Business Management - Marketing

INHA University, Korea

2011 - 2014 | Incheon, South Korea

## Licenses & certifications



### Diploma in UX and Web Development

YooBee School of Design

Issued Apr 2017



### Diploma in Web and Graphic Design

YooBee School of Design

Issued Dec 2016



### Certificate in digital design

YooBee School of Design

Issued Dec 2015



### Microsoft Office Spcialist

Microsoft Office Training Ltd

Issued Feb 2012

## References

Available Upon Request

## Design Skill

Graphic Design



Web/App Design



Online Contents



Editorial Design



## Hard Skill

Graphic Design Tools



Illustrator Photoshop Indesign

Prototype Tools



Figma Sketch Adobe XD UXPin

Motion and Video Tools



Premiere Pro After Effect

CMS Software



Wordpress Squarespace Big Commerce

Web Development



HTML CSS Javascript

Microsoft Office Tools



Powerpoint Word Excel

## Interest



Tennis



Board Game



Running



Book



Piano

## Experience



## Visual Designer

NZPost

Jul 2023 - Nov 2024

TYPE	Dental Equipment Company
ROLE	Visual Communication Designer
TASK	Branding design, Contents design, A.D design, Print design, Website design, Mobile design, SNS design, eDM design, Video editing, Motion design, Photography and image editing, Presentation design, Event design

TOOL 

- Ensured consistent corporate brand identity across all internal and external company materials.
- Created a diverse range of graphic materials for multiple media platforms, from print (posters, banners) to digital (eDM, social media marketing designs).
- Developed a variety of brand assets including corporate icons, illustrations, photography, PowerPoint presentations, and videos.
- Designed official New Zealand stamps, including the 2024 Christmas stamp, New Zealand Postcrossing stamp, and the upcoming 2025 Anzac stamp.
- Assisted with design requests from various teams across the company.



## Web and Graphic Designer

Osstem Implant New Zealand

Jan 2019 - Jan 2023

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

TOOL

- Developed and implemented a comprehensive design system and guidelines to ensure consistency of corporate brand identity across various marketing materials, including business cards, stationery, and presentations.
- Provided documentation and training to enhance team productivity and ensure consistency in design projects.
- Designed and developed a wide range of graphic materials across diverse media platforms, including print (posters, banners) and digital (EDM, social media marketing designs).
- Redesigned the company's website and web app, improving user experience and visual appeal.
- Managed all design elements for company events, including creating brand concepts for conferences, workshops, and event booths.



## Web and Graphic Designer

PropertiMax Real Estate

Apr 2018 - Jan 2020

TYPE	Real Estate Trading Company
ROLE	Lead designer
TASK	Branding design, Contents design, A.D design, Print design, Website design, Mobile design, SNS design, Photography and image editing

TOOL

- Developed the company's brand identity, including the creation of the company logo, brand concept, colour palette, and a comprehensive brand system with guidelines.
- Designed a variety of print and digital advertising materials, including presentations, brochures, and social media marketing assets.
- Led the design and implementation of the user interface for a real estate trading application and website, covering layout, typography, colour schemes, image styles, and iconography.
- Updated client with project status on a regular basis or whenever requested



## Graphic Designer

Foundation North

Oct 2018 - Dec 2018

TYPE	Non-profit Organizations
ROLE	Junior designer
TASK	Contents design, Video editing, Motion design, A.D design

TOOL 

- Designed and developed a range of graphic materials, such as advertising posters, banners, brochures, and more, while also creating motion design items like introduction infographic video and interview videos



## Graphic Designer

## About Health

Oct 2018 - Mar 2019

TYPE	Health Supplements Company
ROLE	Junior designer
TASK	Contents design, A.D design, Print design, Website design, SNS design

TOOL   

- Designed visually compelling layouts for magazine pages and covers using Adobe InDesign, Photoshop, and Illustrator. Utilized a variety of artwork, including photos and graphics, to create engaging and impactful designs.
- Collaborated with writers, editors, and photographers to ensure that content was effectively communicated through design and layout.