

Soeun Yoon

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## Education

### **Rhode Island School of Design (RISD)**

Sept 2017–Dec 2020. Providence, RI

BFA Graphic Design

Concentration in Computation, Technology,  
and Culture (CTC)

### **Brown University**

Selected Courses

## Skill Set

### **Software**

Adobe Creative Suite

Cinema 4D, Rhino 3D

Figma, Sketch, InVision

### **Developer**

HTML/CSS, Javascript

Processing, Max/MSP

### **Creative**

UI/UX

Branding

Package Design

Motion Graphics

Creative Coding

Exhibit Design

Risograph

Silkscreen

Letterpress

### **Language**

English, Korean

Collaborative

## Awards

**RISD Honors Designation** 2019–2020

**Textron Charitable Trust Fellowship** 2019

**Korean Design Exhibition Finalist** 2018

**Energy Agency Design Excellence** 2018

**Congressional Recognition** 2017

**NAKS Leadership Award** 2017

## Work Experience

### **Revenue.io (formerly known as ringDNA) | Brand Designer**

April 2021–June 2022. Remote

Revenue.io is a complete AI-powered RevOps platform that delivers real-time guidance in the moments that matter. I created a visual language across a variety of formats as an extension of the brand.

### **TheKlab | UI/UX Designer**

June 2020–April 2020. Remote

TheKlab specializes in remote B2B sales and marketing consulting. I worked on preliminary research to develop solutions for a new navigation system. I conducted usability testing and worked on user flow diagrams, personas, wireframes, and high-fidelity prototypes. I developed the style guide, UI visuals, and icons.

### **Hack@Brown | Design Lead**

Sept 2019–Jan 2021. Providence, RI

Hack@Brown is an annual hackathon that welcomes individuals of all skills and backgrounds to create with creativity and technology. I codirected the design team to develop the website, UI visuals, virtual space, motion graphics, posters, and team swag. 400–800 hackers are registered each year.

### **Intercollegiate Fiance Journal | Editorial Design Lead**

Jan 2019–Jan 2021. Providence, RI

I led the editorial design team to coordinate online and print publications. I worked with section editors to manage cycles of writing and considered from typography to layouts to graphics and illustrations. IFJ aims to make business and finance news more accessible for students.

### **RISD Global | Design Assistant**

Dec 2019–June 2020. Providence, RI

For RISD Global that cultivates academic events and global learning on campus, I created the website content including social media digital assets. Pamphlets and posters are created under my direction.

### **lemlem | Product Design and Marketing Intern**

May 2019–July 2019. New York, NY

I designed digital banners, packaging, and website content highlighting the brand identity of lemlem. I experienced on-site photoshoots and photographed flat lays of the seasonal collection. I assisted the marketing team with cognitive strategies to interpret market research and customer experience.

## Selected Courses

### **CSCI 0130 User Interfaces and User Experience**

Developed skills in user interaction, principles of UX design, modeling, prototyping tools, and data analysis. Practiced the use of storyboarding, A/B testing, and eye-tracking to build end-to-end experiences.

### **CLPS 0220 Making Decisions**

Practiced the psychology of human decision-making, and the analysis of the optimal decision. Learned the strategies of chance and preference (e.g. how do consumers weigh attributes when making purchases?), the value information (e.g. when should physicians order expensive diagnostic tests?), and risky choices (e.g. is it rational to play the lottery?).