

Soeun Yoon

<https://soeunyoonyoon.com>
soeunyn@gmail.com

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

Thumbtack | Brand Designer

September 2022–Present. Remote

Thumbtack is an online directory that allows users to search for, rate, and hire local service providers to work on a variety of personal projects. By creating a strong and consistent brand image, I help establish the brand's presence in the market and foster a strong connection with the audience.

Revenue.io (formerly 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 2021. 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

IFJ aims to make business and finance news more accessible for students. 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.

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

CLPS 0220 Making Decisions