

## Soeun Yoon

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### Education

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

Sep 2017–Dec 2020, Providence, RI

BFA in Graphic Design

Concentration in Computation, Technology,  
and Culture

#### **Brown University**

Selected Courses

### Skill Set

#### **Software**

Photoshop, Illustrator, InDesign, After Effects,  
Cinema 4D, Figma, Premiere . Sketch, Adobe  
XD, Rhino 6, Lighroom, Atom, Blender

#### **Developer**

HTML, CSS, JavaScript, Max/msp, Processing

#### **Creative**

UI/UX, Branding, Packaging, Exhibition  
Design, Motion Graphics, Interaction Design

#### **Language**

English, Korean

### Awards

**RISD Honors Designation** 2019–2020

**Textron Charitable Trust Summer**

Fellowship 2019

**Korea Design Exhibition** Finalist Award 2018

**Korea Energy Agency** Design Excellence  
Award 2018

**Congressional Recognition** 2017

**NAKS Leadership Award** 2017

### Experience

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

Sep 2019–Present, Providence, RI

Hack@Brown is an annual hackathon that welcomes individuals of all backgrounds and skills to create with design and technology. I direct the design team to design the official website, UI, motion posters, print materials, and brand identity.

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

Jan 2019–Present, Providence, RI

With a cross-disciplinary team, I lead the design team to create layouts with different typographic treatment and composition. I aim to blend knowledge and make business and finance more accessible for students.

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

June 2020–Aug 2020, Seoul, KR

TheKlab is a company that specializes in remote B2B sales/marketing consulting. I conducted preliminary research for cohesive interfaces and created personas, wireframes, user journeys, and prototyping.

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

Dec 2019–June 2020, Providence, RI

I created website content, posters and print material, and managed social media for RISD Global office that cultivates academic events and global learning on campus.

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

May 2019–Jul 2019, New York, NY

I designed for lemlem branding by creating assets such as digital banners, prints for packaging, and website content. I assisted the marketing team by utilizing the strategies to interpret customer experience and insights.

### Selected Courses

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

Developed skills of 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 optimal decision. Topics include: chance and preference (e.g., how do consumers weigh attributes when making their purchases?), the value of information (e.g., when should physicians order expensive diagnostic tests?), and risky choice (e.g., is it rational to play the lottery?).