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

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–Present. Remote

Revenue.io is a revenue acceleration platform that helps businesses scale growth through AI. I create 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 work on preliminary research to develop solutions for a new navigation system. I conduct usability testing with user flow diagrams, personas, wireframes, and high and low fidelity prototypes I develop the style guide, UI visual graphics, 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 codirect the design team to develop the website, UI visuals, virtual space, motion graphics, posters, and team goods. 400–800 hackers are registered each year.

Intercollegiate Fiance Journal | Editorial Design Lead
Jan 2019–Jan 2021. Providence, RI

I lead the editorial design team to coordinate online and print publications. I work with section editors to manage cycles of writing and consider 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 contents 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 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 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 choice (e.g. is it rational to play the lottery?).