Soeun Yoon

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Education

Rhode Island School of Design (RISD)
Graphic Design·BFA
Computation, Tech., and Culture·CCDs
Sep 2017–Dec 2020·Providence, RI

Brown University
Selected Courses
Jan 2019–Dec 2020·Providence, RI

Skill Set

Software
Adobe Photoshop·Illustrator·
InDesign·After Effects·Figma·
Premiere·Sketch·Adobe XD·
Cinema 4D·Rhino 6·Lightroom·
Atom·Blender

Developer
HTML·CSS·JavaScript·Max/msp·
Processing

Design
UI/UX·Brand Identity·Product Design·
Editorial·Motion Graphics·Photography·
Web Design

Language
English·Korean

Awards

RISD Honors Designation·2019
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 organize the design team to create the official website, UI, motion posters, print materials, and brand identity with

Intercollegiate Finance Journal (IFJ)
Editorial Design Lead
Jan 2019–Present·Providence, RI

With a cross–disciplinary team, I design editorial layout with different typographic treatment and composition to blend knowledge and make business and finance more accessible for students.

RISD Global
Design Assistant
Dec 2019–June 2020·Providence, RI

I create website content, posters and print material, and manage social media for RISD Global office which cultivates academic events and global learning on campus.

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Product Design and Marketing Intern
May 2019–Jul 2019·New York, NY

I designed for lemlem branding by creating assets such as 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?).