

Soeun Yoon

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

## Education

**Rhode Island School of Design (RISD)**  
BFA Graphic Design  
Concentration in Computation, Technology,  
and Culture (CTC)

**Brown University**  
Selected Courses

## Skill Set

### Software

Adobe Creative Suite,  
Cinema 4D, Figma,  
Sketch, InVision

### Developer

HTML/CSS, Javascript

### 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 | Senior Brand Designer**  
September 2022–Present. Remote

Thumbtack is an online directory that allows users to search and hire local service providers to work on a variety of personal projects. By creating a strong and consistent brand identity, 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**