

Soeun Yoon

<https://soeunyoonyoon.com/>
syoon07@risd.edu
408-335-9875

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

I lead the design team to design for editorial 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 specializes in remote B2B sales and marketing consulting. I worked on preliminary research for cohesive interfaces and created personas, wireframes, prototyping, and user journeys.

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?).