



Sunny Ju

Front-end Developer

CODE x DESIGN

Personal Branding Guide

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Core values and Credibility

Collaboration First

I believe working well with others is the most important part of any project. Even when there are different opinions, I try to listen first and stay respectful. Good teamwork happens when we stay open and avoid conflict through understanding.

Strategic Passion

I care deeply about the work I do, but I also know how to pace myself. Instead of burning out quickly, I try to keep my energy steady like a long-distance runner. This helps me stay committed and motivated over time

Flexibility

I embrace flexibility as a core strength- adapting to new tools, trends, and challenges quickly. It allows me to stay current without losing my creative focus, and to build solutions that work across evolving technologies.

Goals

Short-Term

Finish a strong portfolio that highlights my core skills,
Learn the tools I need to build fast, accessible, and, responsive web experiences
Work on real projects to apply and improve my skills.

Mid-Term

Use my portfolio to find an internship or junior front-end role,
Collaborate with real teams and learn from feedback,
Build confidence and improve my workflow in a real codebase.

Long-Term

Grow into a full-time role and expand my skills toward full-stack development,
Keep learning new tools, but always stay focused on purpose and usability,
Lead creative and scalable projects as a confident developer.

Mission

**“ Build with purpose
and mass appeal. ”**

I want to create work that feels meaningful and connects with people. I believe good experiences happen where logic and visual design meet. My goal is to become a developer who can bridge the gap between design and code.

Specialty

Design & Development Hybrid

I studied fashion design and used to run my own handmade jewelry brand in Korea. This gave me a strong eye for visuals and a good sense of how to plan and manage creative projects. Now, I'm learning front-end development seriously, and my goal is to become a developer who can create user experiences that are not only functional, but visually thoughtful. I believe my biggest strength is being able to connect both design and code.

Curious and Persistent Learner

I don't give up easily when I run into problems—I keep digging until I find a solution. I'm not afraid to ask questions or learn from others, and I often use tools like AI as a mentor to guide me in the right direction. My ability to self-study and deepen my understanding is one of my biggest strengths as a developer.

Strong Ownership & Team Mentality

I always take full responsibility for my work, no matter what team I'm part of. I don't hesitate to step up and support teammates when they need help—even beyond my role. My professors and classmates have recognized this leadership, once saying, "If you can't make it, no one in our class can." Thanks to that trust, I was the only student from my cohort selected to attend Web Summit Vancouver 2025 after receiving the most faculty recommendations.

Recognition

Strong Ownership & Team Mentality

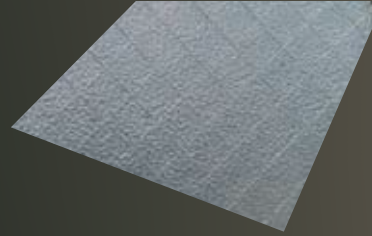
I stay active in the tech community by attending events like Cloud Summit and Web Summit to expand my network and stay current. In Vancouver, I'm also connecting with the Korean tech community—joining mentoring events and building relationships with professionals, including an Amazon SDE. We exchange ideas and resources, and I'm currently studying SST and TTS to align with their project.

To raise visibility, I regularly post my work and learning progress on LinkedIn, and I keep my GitHub organized with proper README files. I also reach out for coffee chats with professionals I meet, especially within the Korean developer and designer circle, to stay connected and keep learning.



Geometric Stone

It may look like a sharply cut stone, but it reflects how I work—bringing together simple pieces to build something complete. I like breaking down complexity and connecting design with function to create practical, clear results.



Frosted Glass

You can see through it, but not quite. Its soft blur sparks curiosity and makes people look a little closer. That quiet tension—between clarity and mystery—reflects how I want to engage others. It's a visual metaphor for focus, subtlety, and the kind of thoughtful interaction I aim to create.

Symbolism

Colours

Charcoal Olive

Main Background Colour
#3e433c

Muted Beige

Main Text Colour
#e1dad2

Scarlet Red

Main Point Colour
#d13221



Dusty Rose

Second Text and Point Colour / #b58971



Dark Forest Green

Second Background Colour / #1a201e

To keep a consistent and clean look,
I used a single typeface throughout.

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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Black

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ExtraBold

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Bold

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SemiBold

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Medium

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Regular

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Thin

Typeface

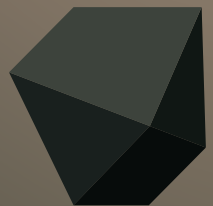
Logo

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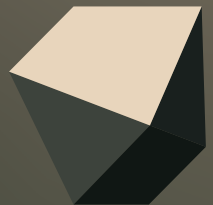
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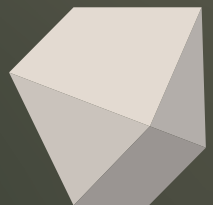
**JISUN
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**JISUN
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The main logo uses only text to keep the style clear and simple.

It has both horizontal and vertical versions.

A symbol is used only when needed.



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