YOON H. PARK

CONTACT

ypark11@g.ucla.edu

650-776-4078

ypark11.github.io

650 Levering Avenue,
Los Angeles, CA 90024

EDUCATION

University of California,
Los Angeles

Bachelor in
Design Media Arts

Sept 2016 - Present

GPA: 3.740 / 4.000

TECHNICAL SKILLS

Programming:

HTML / CSS
Javascript
Processing
C++

Design:

Photoshop
Illustrator
Indesign
Adobe XD
After Effects
Premiere Pro
Maxon 4D
Unity

Language:

English
Korean

SOFT SKILLS

Communication
Critical Thinking
Problem-Solving
Teamwork
Research
Innovative
Management

PROFESSIONAL EXPERIENCE

Perf | Graphic Designer — Jul 2018 - Aug 2018
Evanston, IL

• Delivered 20+ illustrations to give visualization for each answer choices on personalized perfume quiz to optimize user experience
• Incorporated interactive element to the quiz by developing 20+ rollover animations
• Collaborated alongside web developer to ensure successful delivery of user interface design

Sip Artisanal Matcha | Promotional Photographer — Apr 2018 - Aug 2018
Los Angeles, CA

• Implemented marketing strategy to strengthen brand identity by leading and planning a product photoshoot
• Amplified Sip's sales and social media presence with each Instagram photos reaching 1,500+ views
• Communicated with marketing team to establish a consistent brand style to fuel customer loyalty

Olive Italian Bistro | Brand Designer — Apr 2018 - Jun 2018
Los Angeles, CA

• Communicated with the CEO and the marketing team to target a wider audience by redesigning logo, menu, and brochures
• Presented new concepts, designs, mockups, and marketing strategies to increase brand value
• Prototyped design print working closely with CEO and the marketing team to incorporate restaurant vision

UCLA Athletics | Graphic Designer — Sept 2017 - Sept 2018
Los Angeles, CA

• Created 50+ graphics, brochures, event invitations for coaches and athletes to increase number of athlete recruits for following year
• Streamlined department meetings by providing 20+ graphics for data visualization during meetings

RAW Artist | Graphic Design Intern — Jun 2017 - Sept 2017
Los Angeles, CA

• Communicated with marketing team manager and CEO to design VIP guest invitations, direct the presentation, and coordinate the delivery of 1,200+ invitations
• Improved post quality and company profile views on Instagram by delivering promotional graphic designs
• Collaborated with the radio team and co-interns to brainstorm new marketing concepts to attract wider audience

PROJECTS

Portfolio Web Development — Jun 2018

• A self-initiated project to create a portfolio website using HTML / CSS / Javascript for development and Adobe XD for wireframing and design

UI/UX Yellow Planner: Event Planning Application — Jan 2019

• A self-initiated project to design an event planning application establishing user centered design based on user experience research and design trends
• Created wireflow, wireframes, and high fidelity mockups using Adobe XD