

YOON PARK

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650 Levering Avenue, Los Angeles, CA 90024

EDUCATION

University of California, Los Angeles Bachelor in Design Media Arts Sept 2016 - Present
GPA: 3.736/4.000

EXPERIENCE

Perf | Graphic Designer

Evanston, IL

Jul 2018 - Present

- Delivered over 20 illustrations to give visualization of answer choices on personalized perfume quiz
- Incorporated user interactive element to the quiz by developing more than 20 rollover animations
- Collaborated alongside web developer to ensure successful delivery of user interface design

Sip Artisanal Matcha | Promotional Photographer

Los Angeles, CA

Apr 2018 - Present

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

Olive Italian Bistro | Brand Designer

Los Angeles, CA

Apr 2018 - Jun 2018

- Communicated with marketing team and CEO to expand restaurant audience through redesigning logo, menu, and brochures
- Presented new concepts, designs, mockups, and marketing strategies to increase brand value
- Prototyped the prints of the design under various constraints and

UCLA Athletics | Graphic Designer

Los Angeles, CA

Sept 2017 - Present

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

RAW Artist | Graphic Design Intern

Los Angeles, CA

Jun 2017 - Sept 2017

- Communicated with marketing team manager and CEO to design VIP guest invitations, direct the presentation, and coordinate the delivery of more than 1,2000 invitations
- Improved post quality and company profile views on Instagram by delivering promotion designs
- Collaborated with the radio team to brainstorm new concepts to attract wider audience

PROJECTS

Portfolio Web Development

Jul 2018

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

Bloop Game Development

May 2018

- A project in a class to develop a game using Processing to implement elements of transformation
- Established concepts, goals, game type, interface, and user interactions

PROFESSIONAL SKILLS

PROGRAMMING

HTML, CSS, Javascript, Processing, C++

DESIGN

Photoshop, Illustrator, Indesign, XD, After Effects, Premiere Pro, Maxon 4D

LANGUAGE

English, Korean