Senior UI / Graphic Designer

YUNJOO PARK

Tracy, CA 95377

💻 Portfolio Link : https://www.yunjoo-graphic-designer.com/

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I am a U.S. citizen.

Award-winning Senior UI & Graphic Designer with 15+ years of experience in creating interactive web UI designs, HTML, CSS, wireframes, web graphics, branding, logo designs, digital and print advertisements, out-of-home (OOH) designs, magazine, booth designs, flyers, and PowerPoint presentations. I began my career as a graphic and web designer, designing and coding websites for large corporations and government agencies in South Korea. I continued my career in the U.S., working at various design agencies and doing freelance design work. Most recently, I spent five years as a Senior Graphic Representative Designer at AMF Media Group, where I helped numerous companies enhance their brand value through effective design. During my time there, I was honored to receive the the **American Advertising ADDY Award twice**.

EDUCATION

Kyunghee Cyber University —— Seoul, South Korea
Bachelor's Degree, Design/Multimedia
2010 - 2012 / GPA: 3.72

Induk University —— Seoul, South Korea
Associate's Degree, Design/Multimedia
2000 - 2002 / GPA: 3.50

SKILLS / SPECIALIZATION

- Adobe Creative Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe XD
- Sketch
- HTML 5
- CSS 3
- Creatopy
- Dreamweaver

- WordPress
- Microsoft Office
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- Adobe Acrobat
- Print design
- Presentation design
- Web design
- Animation banner design

- Power point
- Brochure design
- Newsletter design
- Flyer design
- Logo design
- Branding design
- Booth design
- OOH design
- Digital AD design

AWARDS

American Advertising ADDY Awards
- Integrated Media Public Service Campaign
- 2023 Coastal California
- **SILVER**
- Roots Awareness Campaign

American Advertising ADDY Awards
- Local Television Commercial Campaign
- 2024 Greater San Francisco
- **Bronze**
- Roots - Real Talk

PROFESSIONAL EXPERIENCE

AMF Media Group(Design agency) —— Senior Graphic Designer
San Ramon, CA — 03.2019 - 06.2024

- Senior Graphic Designer with experience in digital, web, and print projects, managing them from concept to completion for various clients.
- Led branding, web, and print design projects for 24+ clients, contributing to their market presence and revenue growth.
- Independently managed all design projects for a year during the COVID-19 pandemic, ensuring 100% on-time delivery despite the departure of two designers.
- Spearheaded the design of award-winning Roots Awareness Campaign, earning Silver & Bronze American Advertising ADDY Awards (2023, 2024)

24 Brand Experiences at AMF Media Group

- Armanino
- AMF Media Group
- California Bank of Commerce
- CALMHSA
- Central Cost Economic Forecast
- Cool Earth
- County of Santa Clara Behavioral Health Services
- CUESTA COLLEGE

- Faith First
- Farm Supply
- Golden State Orthopedics & Spine
- HYDRO GRAPH
- Impact Teen Drivers
- JB DEWAR
- Keren Medical + Adventist Health
- Methylpro

- Monterra
- Natividad
- Reedwood Credit Union
- SENSORIO
- SESLOC
- Travis Credit Union
- Valley Children's Healthcare
- Valley Christian School

Freelancer —— UI, Graphic Designer
Mountain House, CA — 08.2014 - 02.2019

- Designed the website and was in charge of front end - web development for Shinhan Bank in Toronto, Canada
- Create and maintain print advertising design for Shinhan Bank in Toronto, Canada
- Led the overall design for the 2016 KOTRA event, including the seminar poster for the Santa Clara, CA conference, contributing to the event's successful execution.

SF Design Bank(Design agency) —— UI, Graphic Designer / Front End – Web developer
Pleasanton, CA — 09.2013 - 08.2014

- KOTRA (Korea Trade-Investment Promotion Agency) is a government organization established to promote trade and investment for South Korea.
- Designed and developed websites for multiple venture companies associated with KOTRA, facilitating their successful entry into the U.S. market.

Notsun Web(Design agency) —— UI Design Manager / Front End – Web developer
Seoul, South Korea — 2011 - 2013

- ***KOREA SECURITIES DEPOSITORY - SEIBRO SITE***
  Led web design and front-end development for Korea Securities Depository (KSD) in 2013, enhancing accessibility for users with disabilities through web standards-compliant coding. Successfully delivered the project, which was later featured in the news. KSD (Korea Securities Depository) plays a vital role in the Korean financial market.

- ***REPUBLIC OF KOREA GOVERNMENT EDUCATIONAL PROGRAM FOR ENDING SCHOOL VIOLENCE SITE***
  Designed and developed a user-friendly educational website for the Korea Law Information Service (2012) to address school violence prevention among teenagers. Improved accessibility and engagement, enabling students and parents at risk to access critical resources, contributing to suicide prevention efforts.

- ***KOLON INDUSTRIES FILM SITE***
  Designed and developed the front-end website for Kolon Industries Film (2012), enhancing the company's online presence and user experience. Kolon Industries Film is a major company in the Republic of Korea.

- ***GOVERNMENT PORTAL OF THE REPUBLIC OF KOREA SITE***
  Implemented web standards-compliant design and front-end development (2011), improving accessibility for users with disabilities and enhancing overall usability.

- ***UNIVERSITY COLLEGE WEBSITES***
  Designed websites for Yonsei University School of Dentistry, Soonchunhyang University Department of International Trade, and Hanyoung University Semiconductor (2012), enhancing their digital presence and user experience.

KGL —— UI, Graphic Designer / Front End - Web developer
Seoul, South Korea — 2010 - 2011

- Led design and advertising for KGL's e-commerce platform, similar to the Korean versions of eBay and Rakuten, enhancing user engagement and brand visibility.

FSN —— UI, Graphic Designer Manager/ Front End – Web developer
Seoul, South Korea — 2010 - 2010

- Designed and developed Smart Share, Apps One, and the Mobile Marketing Platform Cauly for FSN, a startup company.
- Specialized in web standards-compliant coding, website design, and logo design to enhance brand identity and user experience.
- Led the initial app design and coding for VIPS, Ashley, and TOM N TOMS, major restaurant brands in South Korea.
- Created the design draft for the 2010 FIFA World Cup app, contributing to the event's digital presence.

Happy Place (Design agency) ——UI Designer/ Front End – Web developer
Seoul, South Korea — 2009 - 2009

- ***MINISTRY OF UNIFICATION WEB ACCESSIBILITY***
  - Dispatched by an agency to the Ministry of Unification of the Republic of Korea to modernize and optimize outdated front-end code to meet web standards.
  - Initially joined as an assistant front-end developer, but took full ownership of the project after the senior developer became unavailable, independently coding 500 web pages to web accessibility and standards compliance.
  - Successfully completed the 500-page front-end redevelopment within 2 months, marking my first government project experience.

DB Group ——UI Designer
Seoul, South Korea — 2008 - 2008

- Designed the Dongbu N Shop e-commerce website (2008) for DB Group (Dongbu Group), a major corporation in South Korea, enhancing its digital shopping experience and user engagement.