



YEWON SHIN

Experience Designer • Creative Strategist

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HONORS

Gold | 2018 The One Club
Creative Boot Camp New York

Bronze | 2018 The One Club
Creative Boot Camp Chicago

Semifinalist | ADAA 2017

Featured on FIT website:

Pentagram x FIT

NFL x FIT

Featured at Museum at FIT:

#EXPERIENCE 2017

Creative Technology Exhibition

#TIME 2016

Creative Technology Exhibition

TOOLS

Sketch

Invision

After Effects

Illustrator

Photoshop

Experience Design (XD)

Indesign

Premiere Pro

Final Cut Pro

Dreamweaver

LANGUAGES

English

Native or bilingual proficiency

Korean

Native or bilingual proficiency

EDUCATION

Fashion Institute of Technology, Bachelor's in Advertising Design *2015-present*

EXPERIENCES

Noom | Design Intern | New York, *05-07/2018*

Assisted refining the UX/UI design of the Noom mobile app, developed concept and created Facebook and Instagram ads weekly, and produced app store preview videos.

R/GA | Art Director Intern & Competitor | New York, *04/2018*

Was assigned randomly to a team, leading it for 4 days at the R/GA NY office to break down the creative brief, developed a strategy, guided overall art direction and pitched the idea to clients and creative leaders.

Leo Burnett | Art Director Intern & Competitor | Chicago, *03/2018*

Worked closely with the randomly assigned team to strategically apply customer insights to creative solution, led and produced visuals for the overall campaign, and pitched the strategy to clients and creative leaders.

Fashion Institute of Technology | Academics Tutor New York, *08-12/2017*

Tutored students at FIT academic subjects and design programs.

the Watsons | Graphic Design Intern | New York, *02-05/2017*

Assisted in providing and modifying visual graphics for various clients and their events and developed their brand identities.

ACTIVITIES

FIT x Pentagram FIT Rebranding Project *02/2017-02/2018*

Partnered with designers at Pentagram to redesign brand identity of FIT.

The National Football League Visual System Design *02/2016-04/2017*

Commissioned to design a visual system for NFL's football teams.