



YEWON SHIN EXPERIENCE DESIGNER

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RECOGNITION

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 and NFL x FIT

Featured at Museum at FIT:

#EXPERIENCE 2017

Creative Technology Exhibition

#TIME 2016

Creative Technology Exhibition

SKILLS

UX & UI Design

Research & Strategy

Prototyping

Motion Graphics

Visual Design

Photography & Video Editing

Basic HTML/CSS

TOOLS

Sketch

Adobe CC

Invision

Final Cut Pro

EXPERIENCE

Technology, Humans and Taste | UX Design Intern | 02/2019-present

- Gathered research and brainstormed strategies for various UX projects

Noom | Design Intern | 05-07/2018

- Refined the UX and UI of the mobile app 'Noom'
- Collaborated with designers and marketers for ideation and production of Facebook and Instagram weekly ads

R/GA | Contestant, Gold Winner Team | 04/2018

- Client: Verizon
- Developed strategy and was in charge of the overall art direction

Leo Burnett | Contestant, Bronze Winner Team | 03/2018

- Client: Kraft
- Strengthened strategy and produced visuals for the overall campaign

the Watsons | Graphic Design Intern | 02-05/2017

- Designed visual graphics and brand identities for local clients and their public events

ACTIVITIES

FIT x Pentagram Intern *Winter 2018*

- Selected to create an icon system for FIT's new branding with designers at Pentagram.

The National Football League Visual System Designer 2016-2017

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

EDUCATION

Fashion Institute of Technology Bachelor's in Advertising Design *May 2019*

- Minor in Creative Technology