



# YEWON SHIN EXPERIENCE DESIGNER

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## RECOGNITION

**Bronze** | 2019

One Club Young Ones ADC: UX/UI

**Merit** | 2019

One Club Young Ones Brief

**One Club Creative Boot Camp:**

- **Gold** | 2018 | New York
- **Bronze** | 2018 | Chicago

**Semifinalist** | 2017

ADAA by Adobe

**Featured on FIT Website:**

Pentagram x FIT, NFL x FIT

**Featured at FIT Museum:**

**#EXPERIENCE** | 2017

**#TIME** | 2016

## 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 | 02-04/2019

- Gathered research and brainstormed strategies for various UX projects
- Constructed the Dim Sum Club app, refining userflows, wireframes, and UI

**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