

SOYI JIN

Brand Design  
Graphic Design  
Package Design

12/03/1995  
Nationality: South Korean  
Based in: London, UK

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Experience

2.2 years of packaging design experience in CPG for leading brands, 2 years in branding across industries, and 1 year as a freelance brand designer for startups and small businesses.

Package Designer <b>Clay</b> (Seoul, KR)	Mar 2019 — Aug 2021 Full-Time
Branded and designed packaging for Maeil Dairies' products, including milk, yogurt, cheese, ice cream, and coffee. Led projects involving market analysis, design strategy, logo and packaging design, brand guidelines, and supervised printing.	
Brand Designer <b>Clay</b> (Seoul, KR)	Aug 2021 — Aug 2023 Full-Time
Designed brand elements and guidelines for projects in food, media, sports, logistics, fashion, blockchain, and high-end residential sectors. Contributed to market analysis, strategy, and crafting brand vision, mission, values, taglines, and personality.	

Brand Designer <b>Salt X</b> (London, UK)	June 2024— Current Freelance
Branded businesses in creative and food industries, focusing on logos, color palettes, typography, graphic systems, and guidelines.	

Brand Designer <b>Sounteract</b> (London, UK)	Jul 2024— Aug 2024 Freelance
Branded a product design studio preparing for investment, creating the brand platform, logo, color palette, typography, graphic system, and guidelines.	

Education

BFA in Industrial Design <b>Sungshin Women's University</b> (Seoul, KR) March 2014 — Feb 2020
Graphic Design Beginners Short Course <b>Central Saint Martins, UAL</b> (London, UK) Oct 2024 — Nov 2024

Awards

Brand Design <b>IF Design Awards</b> (Genie TV) 2023
Brand Design <b>IF Design Awards</b> (Klaytn) 2023