



Soyi Jin

Brand Designer CONTRACT	Salt X	LONDON	2024.06 - CURRENT
	Conducted branding for businesses, including creative studios and the food industry, at a brand design studio. Tasks included designing brand logos, brand color palettes, brand typefaces, brand graphic systems, and brand guidelines.		
Brand Designer FREELANCE	Sounteract	LONDON	2024.07 - 2024.08
	Conducted branding for a product design studio preparing for investment, including the creation of the brand platform, brand logo, brand color palette, brand typeface, brand graphic system, and brand guidelines.		
Brand Designer PERMANANT	Clay Inc.	SEOUL	2021.08 - 2023.08
	Designed brand elements and brand guidelines while working on diverse projects across food, media, sports, logistics, fashion, blockchain, and high-end residential sectors at a brand design consultant. Collaborated on market analysis and strategy development, contributing to the creation of brand vision, mission, core values, taglines, and personality.		
Package Designer INTERNSHIP & PERMANANT	Clay Inc.	SEOUL	2019.03 - 2021.08
	Conducted branding and package design for Maeil Dairies' products, such as milk, yogurt, cheese, ice cream, and coffee at a brand design consultant. Led design projects, including market analysis, design strategy, logo and package design, and brand guidelines. Supervised package printing for various projects.		

Education	Sungshin Women's Univ	BFA in Industrial Design	2014.03 - 2020.02
Awards	IF Design Awards	Brand Design for Genie TV	2023
		Brand Design for Klaytn	2023

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