SOO

SOOMIN JEON

She/Her
Graphic + UI/UX Designer

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EDUCATION

01.2021 – 04.2024
ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design
Graduated with Distinction
Emphasis in Brand Identity Development and UI/UX Design

11.2023
Sponsored Project:
Adobe Designstorm
ArtCenter College of Design

Participated in a three-day immersive program exploring the dynamic synergy between the design process and AI technology. Worked on a team with students from several departments at ArtCenter to create innovative AI solutions to advance the design process for creators. Designed graphics to show prototypes and presented the concept as a group.

EXPERIENCE

09.2023 – 12.2023
Design Intern
Imagination at Play
Los Angeles, CA

Assisted the art director and the design team in creating brand identities, presentation decks, motion graphics, and social media materials for clients, including TeamSeas, Circa, WellisAir, and Clayous. Created client promotional assets, including website and social media content.

01.2023 – 10.2023
Teaching Assistant
ArtCenter College of Design
Pasadena, CA

Assisted Professor Miles Mazzie with his Introduction to Transmedia course. Helped students develop their visual content and explore ideas in physical and projected environments. Gave directions to students on using the projection tool, MadMapper, and a modular control application, TouchOSC.

RECOGNITION

01.2021 – 04.2024
Provost's List
ArtCenter College of Design
GPA of 3.8 or higher

01.2021 – 04.2024
ArtCenter Undergraduate
Scholarship

01.2023 – 04.2023
Hoffmitz Milken Center for
Typography
Nuovo (Font Design)

09.2022 – 04.2023
Samsung Endowed Scholarship

05.2022 – 12.2022
Kenji Ekuan/GK Design Group
Endowed Scholarship

05.2021 – 12.2021
Alumni Endowed Scholarship

AWARDS

Graphis New Talent Awards 2024, Silver
Ars Electronica Institute Rebrand
(Branding, Design)

EXPERTISE

Proficient in:
Photoshop, InDesign, Illustrator, Figma, After Effects, MadMapper, TouchOSC, Acrobat, Glyphs, Keynote, Media Encoder, Slides

Familiar with
Cinema 4D, HTML/CSS, Processing, p5.js

Skills
Art direction, brand identity development, visual identity, experience design, interaction design, creative coding, font design

Languages
English (fluent)
Korean (native)