Yun-Kyeong Byeon

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EDUCATION

School of Visual Arts, New York, NY
 - **Bachelor of Fine Arts Graphic Design**, 2026
 - GPA: 3.9

HONORS/AWARDS

School of Visual Arts, New York, NY

- **Jeffrey Metzner Motion Graphics Award scholarship,** 2025
- **SVA + NASA: The Artemis II Poster Project winner**, 2025
- **Top Percentile** from Portfolio Evaluation 2024, 2025
- **High Term Honors**, Fall 2024, Spring 2024, Spring 2023, Fall 2022
- Term Honors, Fall 2023
- **Slias H. Rhodes Scholarship**, 2022

Graphis

- TWG Rebranding New Talent Awards 2025, **Gold**
- Dandelion New Talent Awards 2025, **Sliver**, Honorable Mention
- Jeju Island New Talent Awards 2025, Honorable Mention

EXPERIENCE

- **Design Intern at PDA** (June 2025 - Present, Public Display of Affection PDA LLC, Brooklyn, NY)

  Take charge of all social media content and brand extensions for Public Display of Affection, contributing to ongoing campaigns. Support the evolution of the website design and help shape a cohesive, expressive brand presence across every channel.

- **Design Intern at Dazzle Studio** (Jan 2025 - Present, Dazzle Design, INC, Brooklyn, NY)

  Collaborate on exciting branding projects and packaging projects under the guidance of a great creative director, Zipeng Zhu. Build a comprehensive brand identity from the ground up, and develop a full suite of brand assets.

PROJECTS

- **NQAPIA Rebranding** (Jan 2025, Dazzle Design, Brooklyn, NY)

  Redesigned the full brand identity of NQAPIA, including the logo, color palette, website, social media posts, merchandise, and posters. Worked under creative direction to lead the development of the brand guidelines, with a major emphasis on the illustration system.

- **Sydney Sweeney's Bathwater Bliss** (Jun-July 2025, PDA, Brooklyn, NY)

  Curated and refined all visual assets related to the Sydney Sweeney Bathwater Soap campaign to craft cohesive social media content and design a dedicated webpage. Focused on translating the campaign's distinct tone into a visually engaging digital experience through thoughtful image selection, layout, and storytelling.

SKILLS

Software:
Adobe Creative Suite (Illustrator, InDesign, Photoshop, AfterEffect), **Figma, C4D, Blender**
Art/Design: Branding, Packaging, Motion, Drawing, Painting
Language: Korean (Native), English (Fluent)

EXHIBITION

SVA + NASA: The Artemis II Poster Project Exhibition (Mar 2025, School of Visual Arts, New York, NY)
- Winner

BFA Advertising + BFA Design Spring Gallery Show : Debut 25 (Mar 2025, School of Visual Arts, New York, NY)
- Invitee "Dandelion Custom Typeface", "TWG Rebranding"

EMERGE 2025 (May 2025, School of Visual Arts, New York, NY)
- Invitee "Dandelion Custom Typeface"

2024 Debut (Mar 2024, School of Visual Arts, New York, NY)
- Invitee "Olive oil & Balsamic vinegar", "Ari Ari Restaurant Re-branding"
- Selectee "Expand Your Vision AR Poster"