

# Yoojin Seol

Art Director & Designer

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## Experience

Aug 2022 - Current

### Airtable | SF | Senior Brand Designer

Designed 3D illustrations towards Airtable's brand, product, and marketing while continuing to elevate the brand visuals and messaging. Visualized and animated new company strategies and concepts. Designed with an eye for detail as the designs and animations were presented in big screens at industry events.

July 2021 - July 2022

### Meta | Menlo Park, CA | Art Director

Contract with ProUnlimited

Designed towards the rebrand of Messenger Kids 3D illustration and motion design system. Created brand guidelines and expressed the brand identity in the app and AR experiences and games. Art directed a creative studio to create joyful animated stickers. Designed illustrations for user flows, collaborating with product, content, and engineering teams. Worked with the user research team to prototype designs to the users, kids and parents, which was a joy.

Mar 2021 - July 2021

### Airtable | SF | Designer

Contract with Creative Circle

Explored 2D and 3D illustrations towards Airtable's brand refresh, bringing a delightful, iconic, and an ownable illustration system. Collaborated on brand guidelines and illustrations for brand, product, and marketing.

June 2020 - Mar 2021

### Laundry | LA | Associate Art Director

June 2018 - 2020

Senior Designer

June 2017 - 2018

Designer

June - Aug 2016

Design Intern

Art directed and designed motion graphics for brands such as Apple, Instagram, Messenger, Facebook, Microsoft, and more. Designed and pitched digital, social, experiential, events, retail, and campaigns, bringing positive brand relationships to the studio. Led teams of talented designers and animators towards a creative and optimistic environment.

March - June 2017

### Gentleman Scholar | LA | Designer

Designed and animated commercials for clients such as Oreo.

Sept - Dec 2015

### Cartavetra | Florence, Italy | Illustration Intern

Illustrated with a children's book illustrator and helped managed an art gallery.

May - August 2015

### BUCK | LA | Design & Animation Intern

Designed and animated commercials for clients such as Apple and Google.

## Education

2013 - 2017

### University of Southern California (USC)

BA in Animation & Digital Arts

3.9/4.0 GPA | Graduated with Discovery Scholar award, 10/5000 students.

## Volunteer

Feb 2018 - 2019

### Door of Hope | LA | Designer

Designed marketing graphics for a nonprofit empowering homeless families.

Aug 2016 - May 2017

### Adventures Ahead | LA | Tutor

Weekly tutored an elementary student at a nonprofit after-school program.

## Skills

**Art Direction** | Unite artists with positivity and inspiration

**2D Design + Motion** | Figma, Photoshop, Illustrator, After Effects, InDesign

**3D Design + Motion** | Cinema 4D, Redshift, Marvelous Designer

**Interactive** | Spark AR, Keyframes, Origami

**Languages** | Fluent in English & Korean