

Yun -Kyeong Byeon

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EDUCATION

School of Visual Arts, New York, NY
- Bachelor of Fine Arts Graphic Design, 2026
- GPA: 3.987

HONORS/AWARDS

School of Visual Arts, New York, NY
- **Top Percentile** from Portfolio Evaluation 2024
- **High Term Honors**, Fall 2024, Spring 2024, Spring 2023, Fall 2022
- Term Honors, Fall 2023
- **Slias H. Rhodes Scholarship**, 2022

EXPERIENCE

- **Design Intern** (Jan 2025 - Present, Dazzle Design, INC, Brooklyn, NY)
Collaborate on exciting branding 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

- **TWG Rebranding Project** (Sep 2024, School of Visual Arts, New York, NY)
Redesigned the brand identity of TWG, a luxury tea brand, by creating a cohesive visual system that included a logo, packaging, and posters. Inspired by the rippling motion of tea, I incorporated dynamic design elements and ingredient-inspired visuals to highlight the brand's elegance and diverse offerings.
- **Pufflow Custom Typeface** (Dec 2024, School of Visual Arts, New York, NY)
Designed a typeface inspired by the soft, rounded forms of pillows, integrating a deep understanding of typographic anatomy and design principles.
- **'b' Zine Editorial Design** (Oct 2024, School of Visual Arts, New York, NY)
Conducted a study on the form of the letter 'b,' exploring its structure and reinterpretation through everyday objects. Based on my findings, I designed and created a booklet to visually communicate the concepts.

SKILLS

Software:
Adobe Creative Suite
(Illustrator, InDesign, Photoshop, AfterEffect),
Figma, Cinema 4D
Art/Design: Branding,
Packaging, Motion,
Drawing, Painting
Language: Korean (Native), English (Fluent)



EXHIBITION

BFA Advertising + BFA Design Spring Salon 2024 Debut
(Mar 2024, School of Visual Arts, New York, NY)
- Invitee "Olive oil & Balsamic vinegar", "Ari Ari Restaurant Re-branding"

Advertising and Design Department's Spring Gallery Show
(Mar 2024, School of Visual Arts, New York, NY)
- Selectee "Expand Your Vision AR Poster"