Soeun Yoon

https://soeunyoon.com

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EDUCATION

Rhode Island School of Design (RISD)
Providence, RI / Sep 2017–Dec 2020

BFA in Graphic Design

Concentration in Computation, Technology, and Culture (CTC)

Brown University
Providence, RI / Jan 2019–Dec 2019

Cross-registered

Coursework: User Interfaces and User Experiences (CSCI 0130), Making Decisions (CLPS 0220)

EXPERTISE

Software

Adobe CC (Ps, Ai, Id, Ae, Lr), Adobe XD, Figma, Cinema 4D, Sketch, InVision, Coda

Technical Skills

HTML, CSS, JavaScript, Processing, p5.js

Creative Skills

Brand Identity, UI/UX, Design Systems, Packaging, 3D Design, Motion Graphics, Web Design, Creative Coding, Exhibition Design, Presentation Design, Art Direction, Interaction Design, Prototyping, Risograph, Silkscreen, Letterpress

Languages

English, Korean

RECOGNITION

Textron Charitable Trust Fellowship 2019

RISD Honors Designation 2019–2020

Korean Design Exhibition Finalist 2018

Energy Agency Design Excellence 2018

Congressional Recognition 2017

NAKS Leadership Award 2017

EXPERIENCE

Thumbtack, Senior Brand Designer
Remote / Sep 2022–Present

Drove 360-degree campaigns including TV, OOH, and digital. Localized the Standoff campaign, boosting engagement in major cities. Built cross-channel design systems for social, internal tools, and seasonal campaigns. Aligned product and marketing teams around refreshed brand guidelines, ensuring consistent execution across all touchpoints.

Revenue.io, Brand Designer
Remote / Apr 2021–Jun 2022

Evolved the visual language to reinforce a company-wide rebrand. Worked closely with marketing to craft multi-channel content, driving qualified leads and strengthening the brand's presence in the RevOps space. Established a scalable design system adopted across product, web, and marketing.

TheKlab, UI/UX Designer
Remote / Jun 2020–Apr 2021

Owned the research, strategy, and execution of a new navigation system by conducting usability testing, defining user flows and personas, and designing high-fidelity prototypes. Developed the foundational visual identity, including 2D and 3D illustrations, style guide, templates, and 30+ custom icons.

Hack@Brown, Design Lead
Providence, RI / Sep 2019–Jan 2021

Led a 6-person design team delivering end-to-end creative for an annual hackathon attracting 800+ participants, including web/UI design, motion graphics, 3D visuals, print collateral, virtual environments, and branded merchandise. Designed virtual event environment during COVID-19 pivot, achieving record participant satisfaction.

Intercollegiate Finance Journal, Editorial Design Lead
Providence, RI / Jan 2019–Jan 2021

Oversaw visual direction for quarterly print and digital editions read by 10,000+ users. Managed editorial layout cycles with writers and editors to ensure design met tight publishing deadlines.

RISD Global, Design Assistant
Providence, RI / Dec 2019–Jun 2020

Created content and digital assets for global learning initiatives, including events, social campaigns, and printed collateral. Designed posters and pamphlets for campus-wide international programs.

lemlem, Product Design and Marketing Intern
New York, NY / May 2019–Jul 2019

Designed packaging, banner ads, and seasonal product visuals supporting new collection launch. Supported the marketing team with visual strategy and on-set photography for e-commerce.