

YEEUN HONG(EDEN)

Graphic | UX/UI Designer

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SKILLS

User Research

User Flow

Storyboards

Journey Maps

Low/High-Fidelity Wireframes

Prototyping

Usability Testing

Design Systems

TOOLS

Figma

Sketch

Adobe XD

Illustrator

Photoshop

InDesign

After Effects

Premiere Pro

Webflow

Voiceflow

CODE

HTML / CSS

Javascript

EXPERIENCE

Graphic Design Intern | Humber College E-sport Team

Toronto, CA | Mar 2024 - May 2024

- Strengthened the team's visual identity by designing match day graphics and SNS banners, ensuring cohesive branding across platforms.
- Explored and implemented UI/UX improvements by developing prototype concepts, enhancing user experience and optimizing digital content.

Graphic Designer | KOTRA

Seoul, South Korea | Jan 2022 - Jul 2022

- Enhanced user engagement and brand consistency by designing and updating the monthly headquarters login screen.
- Streamlined communication by producing and distributing newsletters, improving information flow and collaboration between internal teams and external stakeholders.
- Designed cohesive digital and print materials to support events, ensuring consistent branding and messaging.

Graphic Designer | Chammi Food

Seoul, South Korea | Jan 2021 - Dec 2021

- Created compelling posters and card news for major SNS platforms, increasing social media engagement and brand awareness.
- Produced promotional videos showcasing product features, effectively connecting with target audiences and driving product interest.

VOLUNTEER

Graphic Designer | Light Presbyterian Church

Toronto, CA | Jan 2024 - Current

- Managed SNS accounts by creating engaging content to boost interaction and community engagement.
- Designed event posters to promote activities, maintaining a cohesive and consistent visual identity for the church's communications.

EDUCATION

Humber College

Toronto, CA | Sep 2022 - Jun 2024

Diploma of Multimedia Design and Development

Seoul Institute of Technology & Education

Seoul, South Korea | Jan 2021 - Dec 2022

Certificate of Digital Contents Design

Hankuk University of Foreign Studies

Seoul, South Korea | Jan 2021 - Dec 2022

Bachelor of African Languages, Literatures, and Linguistics