# YUN CHO

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Yun Cho is a multidisciplinary designer with a strong passion for problem-solving and creating impactful, equitable, and valuable products and content. Leveraging extensive experience in visual and product design, she is committed to understanding and addressing customer needs, consistently delivering effective solutions across a diverse range of challenges.

## EDUCATION

**Pratt Institute**
New York
August 2021—May 2024

B.F.A in Communication Design / Graphic Design
Minor in Psychology
International merit-based scholarship
President's List in 2021, 2022, 2023

**Hongik University**
South Korea
March 2020—August 2021

Bachelor of Visual Communication Design and Printmaking
Good GPA Scholarship 4.23/4.50 GPA

## EXPERIENCE

**Junior Product Designer, XOMOX Jewelry**
New York
August 2024—Current

Directed designs for product features involving website interface, visual redesigns, and design system components. Worked closely with CAD designers on art direction and high-quality implementation to create visually compelling assets.

**UX/UI Design Intern, RA Labs**
New York
March—August 2023 ·3 months

Collaborated with the founder and developers to propose design ideas through storyboards, process flows, and sitemaps. Gathered and evaluated user requirements in partnership with product managers and engineers.

**Graphic Designer, SparkEd**
Remote
June—October 2023 · 5 months

Developed a distinctive logo and comprehensive brand style guide. Worked closely with CEO, conceptualized and executed visually stunning designs that have elevated the brand identity and enhanced the overall content quality across SparkEd's digital media channels.

**Website Design Freelancer**
Seoul
2022 · 6 months

Designed websites for several businesses, including medical/consulting center and art gallery using intuitive interface through cohesive grid systems to improve user's satisfaction and increase potential customer base.

## PROJECT/ VOLUNTEER

**Asian Society Pratt Website**
New York
May—Current 2024

As a board member, I designed and developed a dynamic online platform for young Asian and Asian diasporic artists, focusing on community building, resource sharing, and fostering connections. In collaboration with ASP members, I conducted UX research, directed content strategy, and designed the website.

**Design Freelancer, OS Academy**
New York
January 2024 · 1 months

Designed UI/UX for Avo's learning platform, targeting teenagers, with wireframes and high-fidelity prototypes for the student dashboard. Established brand identity and guidelines. Collaborated with instructors and developers to create a teen-friendly user experience.

**Designer [Volunteer], GIV.O**
New York
September 2022—May 2023 · 9 months

Helped fundraise for various social issues through collaborating with other students to promote efforts that raise awareness of them. Designed graphic posters for advertising and created engaging social media content that raised $1000 for children with rare diseases.

**Design Exhibition held by Pratt&FIT**
New York
December 2022

Collaborative exhibition with a theme, "Kick-Off". Pondered about the meaning of "start" and visualized the abstract concept of multidimensional time. News[1], News[2]

## Softwares/ Skills

Figma, Photoshop, Illustrator, Aftereffect, InDesign, Xd, Premiere), Sketch, Framer, HTML, CSS, Javascript, p5.js, MS Office, Blender

UX Design, User Research, UI Design, Prototyping, Digital Product Design, Art Direction, Design System, 3D Rendering, Branding, Motion, Wire-framing, Logo Design, Illustration, Brand Guideline Design, Photography, Social Media Design