



brand designer / creative strategist

www.uzin.design
youjinshin0@gmail.com
661.825.7994

Youjin Shin is a visual designer with a focus on creating strategic brands. She works closely with industry leaders as a creative partner to help discover and develop their company brand.

EDUCATION

College of the Canyons (2018-2020)

Liberal Arts & Sciences AA -
Humanities Emphasis

California State University Northridge (2020-2022)

BA - Art with emphasis in Communication Design

DESIGN TOOLS

Photoshop + Illustrator + InDesign +
Adobe XD + Adobe Dimension + Figma +
Procreate + Web-One + Wix + Miro + Slack

SKILLS

Brand Identity + Visual Design + Brand Strategy +
Web Design + UX UI + Advertising + Logo Design +
Typography + Illustration + Print Design +
Digital Media + HTML + CSS + JavaScript

LANGUAGES

English + Korean

EXHIBITIONS

2021 Juried Exhibition, Mike Curb College of
Arts, Media, and Communication

WORK EXPERIENCE

PADO, Inc | Graphic Designer

Valencia, CA + 2022 - Present

Managing creative projects ranging from storyboarding product video ads for Facebook, to creating infographics for Purewave's Amazon store and visual layouts for their A+content.

Intersect LA | Visual Designer & Project Lead

Northridge, CA + 2021 - 2022

Intersect LA is an interdisciplinary team of motivated CSUN students developing strategic experiences that elevate businesses, organizations, and communities through creative collaboration and design. Led and managed projects, such as Octobit, CSUN HWB, & Escape Odyssey, and produced work ranging from brand identity design, web design, illustration, print, and digital media.

CSUN ARCS | Associate Graphic Designer & Admin Staff

Northridge, CA + 2021 - 2022

The Autonomy Research Center for STEAHM (ARCS) is a NASA-sponsored Center of Excellence combining the multidisciplinary, university-wide knowledge and talent of faculty and students from CSUN. Worked on managing CSUN ARCS website, social media posts, event posters & flyers, in both digital and print media. Managed and co-led projects such as CoSTAR Nebula.

Komfort IQ | Graphic Designer

Los Angeles, CA + 2019 - 2022

Designed marketing assets (logos, infographics, pitch decks, and brochures) and developed a brand guideline for Komfort IQ. Managed and designed materials for trade show events, fast pitch presentations, and gathered experience with UI design for their Komfort IQ mobile app.