



Freelance Brand + Graphic Designer

www.uzin.design  
youjinshin0@gmail.com  
661.825.7994

**Youjin Shin** is a freelance brand + graphic designer who works with small businesses to help them define and articulate their company's identity. She works closely with her clients as a creative partner to help discover and develop the essence of their company's personality.

---

## SERVICES PROVIDED

Brand Design + Graphic Design +  
Packaging Design + Art Direction + Digital &  
Print Design + Social Media Design +  
Squarespace Web Design + & More!

## SKILLS / TOOLS

Adobe Photoshop + Adobe Illustrator +  
Adobe InDesign + Adobe XD +  
Adobe Dimension + Adobe Express +  
Canva + Figma + Squarespace +  
Wix + Procreate + Miro + Slack +  
Notion + Asana

## EDUCATION

**California State University Northridge (2022)**  
BA - Art with emphasis in Communication Design

## LANGUAGES

English + Korean

## EXHIBITIONS

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

## WORK EXPERIENCE

### Adoro Secco Design | Freelance Brand Designer

2023 - Present

Helping assist and lead services provided by Adoro Secco Design such as, web + brand design intensives, social media, and digital + print designs for various clients.

### CSUN ARCS | Design Lead & Creative Strategist

2021 - Present

Leading design tasks for multiple projects funded and sponsored by NASA JPL. Working on branding and art direction for many student-led events hosted at CSUN. Designing graphics on all social media platforms.

### PADO, Inc | Freelance Graphic Designer

2022 - 2023

Working on creative projects for PADO's various brands ranging from digital + print designs, assisting with product ad campaigns, email marketing, presentation layout design, & website design.

### Intersect LA | Visual Designer & Project Lead

2021 - 2022

Led and managed client-based creative projects such as, Octobit, CSUN HWB, & Escape Odyssey. Worked on brand strategy & design, social media management, email marketing graphics, illustration, and various print + digital designs.

### Komfort IQ | Freelance Graphic Designer

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.