



Freelance Brand + Web Designer

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Youjin Shin is a freelance brand + web 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 Identity Design + Graphic Design +
Packaging Design + Art Direction + Digital &
Print Design + Squarespace Web Design +
& More!

DESIGN TOOLS

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

EDUCATION

California State University Northridge (2020-2022)
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.

PADO, Inc | Freelance Graphic Designer 2022 - Present

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.