

YeonJu Shim

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Objective An Interactive Designer who seeks to provide both creatively and technically innovative design ideas and solutions for immediate environments. Capable of working in multiple disciplines due to a varied educational and professional background, which included: graphic design and print, web design, production, and physical interactive design.

Skills

- + Proficient in Photoshop, Illustration, InDesign for printing and Dreamweaver, After Effect, Final Cut Pro, HTML for Web publish.
- + Basic knowledge of various programming languages in Physical Computing including Arduino, Processing, JavaScript, and Sensors.
- + Cross platform Mac / PC
- + Experienced with handling multi projects and well organized with strong ability to prioritize in order to ensure project delivery as timely manner

Experience

MACY's Inc., New York, NY
Designer - Digital Media at Macy's Interactive Design | Oct. 2015 – Current
create Online media ad for mobile/ supporting digital banners for Macy's events/ manage CMS

Freelance Web Designer, New York, NY
Agencies: HeartBeat Ideas, Sudler & Hennessey | Jun. 2014 – Jul.2015
updated Websites & Mobiles/ prepared graphic images for pitch
Clients: Bristol-Myers Squibb, Janssen

Freelance Retouch Designer, New York, NY
Agency: The Barbarian Group | Feb. 2014 – Jun. 2014
retouched main product images for real-size interactive installation.
Clients: Samsung USA, Bacardi

EuroRSCG Worldwide, New York, NY
Web Designer at Digital Ad. Agency | Apr. 2009 – Sep. 2011
designed banners and websites
Clients: Volvo, ExxonMobil, Kraft, Claritin, Oppenheimer Funds and Charles Schwab.

AVENUEST.COM, New York, NY
CO-FOUNDER, GRAPHIC DESIGNER | Apr. 2008 – Mar. 2009
Developed online shopping mall including concept, naming, logo design, slogan, and graphics

FREELANCE GRAPHIC /WEB DESIGNER
IO|AD (Ilan Ohayon Architectural Design), New York, NY | Mar. 2009 – Sep. 2009
Redesign IO|AD's Website which include concept, design and coding
KOREAN-AMERICAN INSTITUTE FOR FUTURE STRATEGIES, New York, NY |
Sep. 2006 – Jan. 2008
Developed concept, design and product of street banners; Korean town in NYC
OHBRAND.COM, Edgewater, NJ | Jun. 2006 – Feb. 2008
Developed design and production of online shopping mall Projects ranged from web interface design, graphic and flash banners, mini-sites and photography

PARSONS CDT MFA THESIS: R*Emote Mirror, New York, NY
DESIGNER/PRODUCTION ARTIST | Sep. 2004 – May 2005
Designed and constructed a prototype of a pair of networked interactive lighting installation that cre ates communication between isolated people

SIGGRAPH 2004: ANIMATION THEATER POSTERS
DESIGNER (GROUP WORK) | Jun. 2004
Designed an official SIGGRAPH 2004 posters developed as a Parsons collaboration.

Education **PARSONS THE NEW SCHOOL FOR DESIGN, New York, NY.**
MFA in Communication Design + Technology, June 2005

DANKOOK UNIVERSITY, Seoul, Korea.
MFA in Visual Communication Design, May 2000