

# Jienyoo Son

[jienyooson.com](http://jienyooson.com)

[linkedin.com/in/jienyoos](https://linkedin.com/in/jienyoos)

[jienyoos@gmail.com](mailto:jienyoos@gmail.com)

## EMPLOYMENT

### ST Unitas

#### *Content Graphic Designer*

Seoul, South Korea | Jun 2021 - Jul 2023

- Enhance company's brand identity by providing concrete designs and communicating strategies with product managers
- Market products through designing social media posts, which includes Instagram, Facebook, Naver, and Google advertisements
- Design Landing page for web and mobile screens to provide product's information and keep the visitors focused on the goal to increase call to action
- Deliver Editorial designs such as posters and book covers, the entire process was checked from design to print

### Princeton Review

#### *Visual Designer*

Seoul, South Korea | Mar 2022 - Aug 2022

- Create brochures that deliver information with well presented visuals
- Web landing pages for students preparing their university applications abroad
- Web content creation for website's seasonal management

## EDUCATION

### Loughborough University

#### *MA User Experience and Service Design*

Loughborough, United Kingdom | Oct 2023 - Sep 2024

- Student ambassador
- UXathon23 Best Prototype Award

### School of Visual Arts

#### *BFA Illustration*

New York, United States | Sep 2016 - Jun 2020

- GPA 3.84 / 4.0
- Student ambassador
- Term Honors: Fall 2018, Spring 2017, Fall 2016

## SKILLS

### Design

User Experience Design

Interaction Design

Visual Design

Web Design

Mobile Design

Editorial Design

Usability Principles

### Research

Usability Testing

Persona Development

Affinity Mapping

Storyboarding

Interview

Observation

### Prototype

Low Fidelity Prototyping

Mid Fidelity Prototyping

Wireframing

## TOOLS

Figma

Photoshop

Illustrator

InDesign

## LANGUAGE

English

Korean