

BRIAN SHIN

Graphic Designer

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Summary

Creative and user-focused Graphic Designer with strong full-stack web development skills, combining design expertise with technical knowledge to create intuitive and functional digital experiences. Skilled in user research, wireframing, prototyping, and building designs that balance user needs and business goals. Proficient in Figma, Adobe Suites, Sketch, and experienced in frontend and backend development using HTML, CSS, JavaScript, React, NodeJS, and SQL. Collaborative team player who works closely with developers and stakeholders to turn ideas into impactful products, while staying current with design trends and technology

Experience

Cedars Husstem

Seoul, South Korea

Graphic Designer

01/2024 - Present

- Estimated project timelines and resource requirements for graphic designs and illustrations, ensuring on-time delivery across multiple projects
- Collaborated closely with clients to understand illustration needs and developed custom visual solutions that aligned with their brand and communication goals
- Produced high-quality sketches and final illustrations, ranging from realistic renderings to creative conceptual designs for print, digital, and multimedia platforms
- Coordinated with subcontractors, illustrators, and photographers to ensure cohesive design execution and adherence to project specifications
- Developed and applied graphic elements, layouts, and typography using existing asset libraries and photo banks to streamline production and maintain brand consistency

West Coast Seeds

Delta, Canada

Digital Marketer

05/2021 - 03/2022

- Created and managed social media content across platforms including Instagram, TikTok, and Facebook
- Created engaging designs and layouts for in-store signage, social media assets, digital ads, and print publications to support marketing initiatives
- Analyzed audience insights and campaign data to optimize strategies for better reach, engagement, and ROI
- Collaborated with retail teams and community partners to promote and support local events, enhancing brand presence within the community
- Developed and executed digital marketing campaigns across social media and Google Ads, tracking performance data to optimize future strategies

Education

Lighthouse Labs

Web Development

05/2022 - 08/2022

- Completed an intensive full-stack web development bootcamp covering HTML, CSS, JavaScript, React, NodeJS, and SQL
- Led the UI/UX design for the final capstone project, including wireframing, prototyping, and creating high-fidelity designs in Figma before building the frontend
- Collaborated with teammates to translate design concepts into fully functional web applications, ensuring designs were both aesthetically pleasing and technically feasible

British Columbia Institute of Technology

Digital Design & Development

09/2019 - 05/2021

- Learned and applied user research methods, wireframing, prototyping, and usability testing to create intuitive digital experiences
- Conducted user research and usability testing to gather feedback and refine designs based on user needs
- Gained hands-on experience with Adobe Creative Suite, including Photoshop, Illustrator, XD, InDesign and After Effects, for graphic design, prototyping, and multimedia projects
- Conducted user research and usability testing to gather feedback and refine designs based on user needs
- Worked on team-based projects, collaborating with designers, developers, and project managers to deliver complete projects

Skills

Adobe Photoshop • Adobe Illustrator • Adobe AfterEffects • Adobe InDesign • Adobe XD • Figma • Sketch • Webflow • Wix • WordPress

HTML • CSS • JavaScript • React • C# • jQuery • Storybook • NodeJS • SQL