



Sam Yoon

PRODUCT / Industrial Designer

Glendale CA 91204

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EXPERIENCE

Emperia Handbags, Los Angeles, CA

Design Assistant

Jan 2024 - Present

- **Led the rebranding of the Jessie & James website** by implementing new visual and UX strategies that **decreased bounce rates by 1.6%**.
- **Utilized Adobe Illustrator and Rhino** to design over **650 CADs for bags**, focusing on **pattern refinement and color matching** in multiple bag lines dedicated to children as well as young women.
- **Developed branding assets**, including **hang tags and updated packaging designs**, ensuring consistency with the company's aesthetic and target audience.
- **Edited and optimized over 760 product images, 340 model shots, and 145 lifestyle photos** using Photoshop and AI-powered retouching, contributing to **\$818K+ in revenue** through improved e-commerce visuals.

Freelance Designer, Los Angeles, CA

Product Designer - Modeling

Apr 2018 - Sep 2019

- Designed diverse products including coffee trays, restaurant signs, and cups, delivering high-quality designs that surpassed client expectations.
- Collaborated closely with clients to meet their design requirements, resulting in successful and personalized projects. Implemented cost-saving measures to minimize material expenses and reduce waste.

ArtCenter College of Design, Pasadena, CA

Teaching Assistant

Apr 2018 - Dec 2022

- Monitored and managed student progress, providing timely feedback and supported students' development to reach their full potential.
- Provided valuable guidance on key aspects such as insight development, design research, problem solving, prototyping, and rendering.
- Led students successfully, resulting in being rehired by five professors in five different courses over a three-year period.

ArtCenter College of Design, Pasadena, CA

Computer/Laser Cutting Lab Assistance

Apr 2018 - Apr 2023

- Assisted students by providing help with tasks such as 3D printing, laser cutting, and assisting in simple pattern drafting using Adobe Suite.

Munhwa Broadcasting Corporation America, Los Angeles, CA

News Graphic Design Intern

Apr 2015 - Sep 2015

- Designed and produced daily TV news program graphics, including graphical forecasts, visually engaging opening and closing images, and retouched photos.
- Utilized Adobe After Effects and Maya to create captivating motion graphics for TV commercials.

EDUCATION

ArtCenter College of Design

Pasadena, CA

BS in Product Design

Graduated Dec 2023

SKILLS

Software:

Adobe Suite, Figma, Solidworks, Keyshot, SketchUp, Fusion 360, and Blender.

Shop Tools:

3D printing, CNC, Wood Lathe, Vacuum Former, Blowing Acrylic Domes Drill presses, Sanders, Routers, Sandblasters, Paint sprayers, Paint guns.

Design & Presentation:

critical thinking, design research, prototyping, mock-up making, 3D modeling, working model, rendering

Languages:

Bilingual fluency in English and Korean

RECOGNITIONS

ArtCenter Gallery Displays

[Google Flight](#)

(2023, working mockup)

[HAY Home Office Stationery](#)

(2022, physical model)

[Speaker](#) (2018, working model)

ArtCenter Scholarships

Scholarship Review FA22

Scholarship 2021

ArtCenter Entry Scholarship 2018