

# Brian Yoo

UX Designer | [brian-yoo.com](http://brian-yoo.com)

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## Experience

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### Ayoba Inc.

Motion Graphic Design Intern | June 2024 - Aug. 2024 | Seoul, South Korea

- Created storyboards and illustrations for a product commercial, incorporating client feedback to achieve a friendly, clinical tone
- Made character designs for motion graphics in a clinical commercial using Adobe Illustrator
- Designed interior sets for food advertisements and a Korean drama production
- Translated company project materials and documents from Korean to English
- Designed an introduction video for a public music event advertisement using Adobe After Effects
- Edited promotional videos for a school anniversary event using Adobe Premiere Pro

### Design For America

UX Designer | Oct. 2024 - Present | Seattle, Washington

- Developed an application focused on creating a sensory memory tool, allowing users to capture, recreate, and relive past experiences through interactive, multi-sensory features
- Collaborated within a team of six designers to ideate, prototype, and refine the application concept
- Performed comprehensive research, including competitive analysis, user interviews, workflow mapping, and user testing, to inform design decisions
- Utilized Figma extensively to prototype, design, and iterate on the proposed solution

### IT Assistant at University of Washington

Technology Assistant | Sept 2024 - Present

- Provided technical support to students and staff by collaborating with a team to set up and configure computers and technical equipment
- Managed website content updates for the University of Washington homepage, ensuring accuracy and timeliness

## Projects

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### BobaMore App

UX Design Project | June 2024 - Oct. 2024

BobaMore is a directory app designed to help users find the best local bubble tea shops in the area. BobaMore make discovering new flavors and exploring local boba shops easier and more accessible with its features to share, find, order, and redeem rewards.

- Conducted intensive research, including user interviews, workflow mapping, user personas, and user testing to inform design decisions
- Designed the solution using Figma prototype
- Solo personal project

### Legacy Hotel

Design Methods Project | January 2024 - March 2024

Legacy Hotel is a three-month branding project focused on a hotel concept that repurposes secondhand furniture, preserving the stories and memories of previous owners. The project emphasizes human-centered design, exploring themes of maintenance, repair, and care.

- Worked in a group and collaborated in a quarter-long process on a user-experience project
- Interviews, ideation, down-selection process, participatory design workshop, storyboarding, and final presentation
- Designed website, physical products, stop-motion video, and poster design for final product

## Education

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### University of Washington

Seattle, WA | 2021 - 2026

#### BS in Informatics

#### BDes in Visual Communication Design

GPA: 3.6 / 4.0 Dean's List

#### Relevant Coursework:

Design Methods, Information System Analysis & Design, Data Programming, Design Drawing, Typography, Motion Design, Interface Design

## Activities

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### Alpha Theta Delta

Rush Chair | April 2023 - Present

Alpha Theta Delta is the first professional interdisciplinary design fraternity in the United States

- Organized and facilitated events for rush week at a design fraternity, including creating and delivering daily presentations.
- Presented the history of the brotherhood and the requirements that the fraternity looks for during recruitment for new brothers
- Collaborate and broaden network of designers from diverse fields in the brotherhood

### Asian American Intersarsity

Graphic Designer | May 2022 - Present

A Christian fellowship at the University of Washington

- Created merchandise designs, including apparel, stickers, and accessories, as well as layouts for social media posts.

## Skills

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### Adobe Creative Cloud

Illustrator, InDesign, After Effects, Photoshop | **Advanced**

Premiere Pro, Lightroom | **Intermediate**

### Figma

Prototyping, FigJam, Collaboration | **Advanced**

### Korean Language

Reading, Writing, Speaking | **Advanced**

### Programming

Python, Java, R language | **Intermediate**

### Hobbies

Tennis, Soccer, Painting, Cooking, Baking