

SUBIN JOO

GRAPHIC DESIGNER

subinjoo.com
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EDUCATION

Pratt Institute

August 2021 - May 2024
Brooklyn, NY 11205

B.F.A in Communication Design
Emphasis on Graphic Design

3.78 / 4.0 GPA

EXPERIENCE

Sokim New York

Full-Time Graphic Designer
Oct 2024 - Dec 2025
Pine Brook, NJ 07058

- | Web & Digital Design: Created website banners, promotional ads, and layouts for golfwear and beauty brands; led full website redesigns and updates.
- | Marketing Materials: Designed social media ads, brochures, digital catalogs, and promotional creatives under tight deadlines.
- | Email Graphics: Produces targeted Klaviyo email campaigns and promotional graphics, supporting sales-driven marketing initiatives.
- | Brand Management: Took ownership of key brands' visual identity, ensuring consistency across all digital and print platforms.
- | Digital Enhancement: Retouched product images, removed backgrounds, and resized assets for multiple digital and print formats.

ACHIEVEMENTS

Award

2021

Pratt Institute Foundation Folio Award
Outstanding Project in Community

Scholarship

2021-2024

International Merit-Based Scholarship Based
on Academic Record and Portfolio

Academic Honor

2021-2024

Pratt Institute President's List

EXPERTISE

Tools & Software

Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Blender, P5.js, Procreate, Rhino, Riso Print

Skills

UX/UI Design, Branding, Visual Identity, Layout Design, Prototyping, Typography, Package Design, Product Design, Motion Graphic, 3D Design, Illustration