

# SUBIN JOO

## GRAPHIC DESIGNER

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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

### EXPERIENCES

#### Sokim New York

Full-Time Graphic Designer  
October 2024 - Present  
Pine Brook, NJ 07058

- | Web & Digital Design: Created website banners, and web layouts for golfwear and beauty brands.
- | Marketing Materials: Designed social media ads, brochures, and promotional creatives.
- | Email Graphics: Designed targeted Klaviyo email campaigns and promotional graphics.

#### A Round Entertainment

UX Design Intern  
February 2024 - April 2024  
Remote

- | Worked on a team to create a part-time job search app targeted at small businesses.
- | Designed an intuitive interface using a consistent design system.
- | Enhanced UX design techniques and communication skills through regular team meetings and collaboration.

#### Platform 32 Nolita

Gift Shop Staff  
May 2024 - October 2024  
New York, NY 10012

- | Assisted customers with product selection and purchases, providing exceptional customer service.
- | Managed inventory by restocking shelves and organizing displays.
- | Handled cash register operations and processed transactions accurately.

### 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