




# 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  
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:** Produced 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), Klaviyo (Email Marketing), Shopify, Canva, CapCut (Basic Video Editing), Figma

### Skills

Visual Storytelling, Brand Identity, Email Marketing, Web & UI Design, Social & Digital Design, Printed Collateral, In-Store Displays, Campaign Design, Print Production, Layout Design, Typography, Prototyping, Illustration