

ELLEN SHIN

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EDUCATION

University of Texas at Austin
BFA Design, Class of 2019

Texas Bioscience Institute
Associate Program

LANGUAGE

English + Korean

SKILLS

Graphic + Visual Design
Creative Concepting
Branding/Identity Systems
Print + Illustration
Low/High-Fidelity Mockups
Photography
Videography

SOFTWARE

Illustrator	HTML/CSS
Photoshop	MS Office
Indesign	Keynote
Premiere	Sketch
Lightroom	Invision

+

Server + Host | Jinya
Work Study | UT Austin
Consultant | University Estates
Event Planner | TKFBC

EXPERIENCE

2021-
2022 **Creative Director
& Marketing Specialist | 71Xsuites**

- Rebranded and solidified company identity
- Designed digital + physical marketing material
- Collaborated with social media manager in order to strategize and execute marketing tactics through ads, events, newsletters, etc.

2019-
2020 **Graphic Designer | Bento's Kitchen**

- Concised a transparent brand and mission
- Designed logo and identity system to align with company's story and values
- Produced packaging and promotional designs

2019 **Experiential Designer | Future Tense Exhibition**

- Accomodated each designer and project based on their spacial and technical needs
- Conceptualized all gallery space reserved for additional wayfinding and maintained cohesive branding throughout the show

2019 **Experiential Designer | Doty Fine Arts Library**

- Surveyed an existing space and its limitations
- Designed enviornmental souldtions based on interaction, accessibility, resources, budget
- Presented concepts and ideas to stakeholders

2018 **Graphic Designer | Unity Talent Show**

- Rebranded an existing campus-wide event
- Created advertising for print and digital platforms

2017-
2018 **Graphic Designer | Sigma Phi Omega**

- Developed promotional designs formatted for print, web, social media, packaging, clothing
- Worked with vendors and department heads to fulfill all necessary projects and deadlines