

# Yoojin Seol

## Joyful, curious, and proactive Visual Designer

Empathetic multidisciplinary designer with a motion graphics background who seeks to design for innovative experiences and spaces that would instill creativity to the audiences. In my process, it is my joy to create delightful work and inspire the team around me while doing so.

## Skills.

**Art Direction** | Inspire and unite the team with creative vision, compassion, and organization.

**2D Design** | Concept, Motion, Typography | Adobe Illustrator, Photoshop, InDesign, After Effects

**3D Design** | Modeling, Texturing, Lighting | Cinema 4D, Redshift

**Experience Design** | Figma, Reality Composer | Taking courses in UI/UX and AR/VR/XR

**Languages** | Fluent in English & Korean

## Experience.

### Laundry | LA | Associate Art Director

June 2020 - Present — Associate Art Director

June 2018 - 2020 — Senior Designer

June 2017 - June 2018 — Designer

Summer 2016 — Design Intern

- ◆ **Art directed, designed, and animated** commercials and illustrated marketing campaigns with diverse styles for various brands including Apple, Google, T-Mobile, LinkedIn, and more.
- ◆ **Empathize** with clients' business needs to elevate their brands' marketing to the next level.
- ◆ **Concepted** strategies into presentations and storyboards for clients.
- ◆ **Presented and communicated** the concepts and designs to clients, directors, and the team with grace.
- ◆ **Successfully managed and delivered** projects well in a dynamic, fast-paced studio environment, bringing more projects and positive brand relationships to the studio. Laundry grew to double their design team in my three years.

### Scholar | LA | Design & Animation Intern | Spring 2017

Designed and animated commercials for clients such as Oreo.

### Cartavetra | Florence, Italy | Illustration Intern | Fall 2016

Illustrated under a talented children's book illustrator.

### BUCK | LA | Design & Animation Intern | Summer 2015

Designed and animated commercials for clients such as Google.

## Education.

### University of Southern California (USC)

BA in **Animation & Digital Arts** | 3.9/4.0 GPA | 2013 - 2017

Volunteer Center Team Leader | Volunteer Tutor | Residential Student Govt. Advocacy Chair | Discovery Scholar

## Film Festivals & Awards.

◆ **Gold Clio 2018 for *SYFY Origin Stories* with Laundry**

◆ **My film, *Made for More* was recognized in these festivals:**

**Jelly Film Festival** Finalist, US 2019 | **CLIFF Fest** Bronze, Canada 2018 | **ANIMAC**, Spain 2018 |

**La Guarimba**, Italy 2018 | **Athens AnimFest** Student Film Distinction, Greece 2018

**LA Int. Children's Film Festival** US 2017 | **Animation Block Party NYC**, US 2017