



Brand Experience Designer | Creative Lead | & Super Friendly Human Being

Solving unique problems is what I do best.
I am a creative storyteller with 10+ years experience transforming thoughts, vibes, and intentions into visual form. Drawing on my extensive experience in graphic design and brand development, I have a proven track record of crafting sophisticated brand experiences that are *impactful and emotionally driven.*

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CATHERINE YOON

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WORK EXPERIENCE

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CREATIVE LEAD | PROFOUNDRY VANCOUVER, BC

Spearheaded the visual brand experience for the diverse companies under the Profoundry umbrella: Globe Series, Delphi Group, Leading Change, CBSR.

Brand Development

- Conceptualized, designed, and executed sophisticated brand systems for B2B and B2C audiences; internal and client-facing events, initiatives, and campaigns.
- Created for virtual and in-person experiences, designing across all mediums—environmental, print, web, social, and motion.

Brand Leadership

- Led the design team and guided the work of creative freelancers to ensure visual excellence, adherence guidelines, timelines, and budgets.
- Developed best practices, tools, and streamlined systems to support stakeholders, the marketing department, and other cross-departmental teams to deliver creative brand experiences in fast-paced ambiguous environments.

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PRINCIPAL | CYD CREATIVE/CATHERINE YOON CREATIVE VANCOUVER, BC

Crafted unique and impactful brand solutions for a diverse clientele spanning events, hospitality, health and wellness, interior design, and tourism.

Creative Direction

- Driving comprehensive brand engagement across all platforms, from concept development to brand evolution and brand maintenance.
- Serving as the primary liaison with clients, vendors, and creative subcontractors; graphic designers, photographers, web developers, and videographers.

Marketing Collateral and Branding Expertise

- Crafted impactful sales-driven marketing collateral meticulously aligned with strategic objectives.
- Design services include print and digital solutions, identity design, instructional illustrations, infographics, motion graphics, sales decks and more.

CREATIVE STRATEGY



BRANDING



IDENTITY DESIGN



GRAPHIC DESIGN



TYPOGRAPHY



MOTION GRAPHICS



ADOBE CREATIVE SUITE



LEADERSHIP



ADAPTABILITY



AeAiIdPsG Suite

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**GRAPHIC DESIGNER | FLIPSIDE CREATIVE
VANCOUVER, BC**

Team player in a dynamic graphic design agency executing client briefs to produce impactful creative artwork across online and offline mediums.

Graphic Design

- Interpreted briefs and delivered strong creative that aligned with client goals. Coordinating closely with the lead designer to produce impactful creative artwork designing graphics, layouts, and visual elements for print, digital, and multimedia platforms.
- Managing multiple design projects simultaneously, adhering to timelines and budgets using graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant tools. Prepared and managed artwork files to spec for seamless communication with printers, vendors, and agency partners.

AREAS OF EXPERTISE

Branding

Brand strategy, Brand guidelines, Concept development, Identity Design.

Digital Design

Campaigns, Landing pages, Pitch decks, Photo and video editing, Presentations, Social media graphics/posts, UI design.

Illustration

Infographics, Custom icons.

Motion Graphics

Promotional reels, Title cards, Lower third design, Social media animations

Print Design

Environmental graphics, Layout design, Marketing collateral, Signage, Wayfinding.

EDUCATION

BACHELOR'S OF COMMUNICATION DESIGN

Emily Carr University of Art + Design | Vancouver, BC

CERTIFICATES & TRAINING

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Agile Delivery Methods Course, Agile Leadership
UBC Sauder Continuing Business Studies

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Certified ScrumMaster®
Scrum Alliance

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Leading Through Change & Innovation E-Certificate
Canadian Management Centre

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Leading Hybrid Teams E-Certificate
Canadian Management Centre

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Give and Receive Feedback E-Certificate
Canadian Management Centre

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MDIA 1280 – Adobe After Effects
BCIT School of Business + Media