

**Catherine Yoon**  
**Brand Experience Designer | Creative Lead**  
**| Collaborative Team Builder**



Senior Brand Designer with extensive experience evolving brand systems across digital, social, motion, and physical touchpoints in B2B environments. A strategic, self-directed creative who translates complex products, data, and ideas into clear, compelling visual stories. Trusted partner to Marketing, Product, and Sales teams, known for maintaining brand consistency, elevating visual language, and delivering high-quality, multi-channel design in fast-paced, growth-oriented organizations.

---

## WORK EXPERIENCE

2 0 2 5 - P R E S E N T

### PRESENTATION SPECIALIST | SAFE SOFTWARE SURREY, BC

Led high-impact marketing, sales, and executive presentations aligned to Safe Software's evolving brand and business objectives.

#### Brand Systems & Visual Identity

- Championed and evolved the visual brand across marketing, sales, and executive-facing materials, ensuring consistency, clarity, and quality across all customer and stakeholder touchpoints.
- Interpreted and applied brand guidelines across digital, motion, and presentation assets while refining visual systems to support a growing, evolving product.

#### Motion, Storytelling & Digital Content

- Designed motion-enabled presentation assets, animated graphics, and visual narratives used in product demos, campaigns, internal communications, and external marketing.
- Translated complex product features, workflows, and technical concepts into clear, engaging visual stories tailored for varied audiences.

#### Digital Experience & Systems Thinking

- Developed scalable presentation and visual systems that improved efficiency, consistency, and adoption across teams.
- Partnered with marketing and product stakeholders to support digital initiatives through visual direction, asset creation, and design system thinking.

#### Cross-Functional Collaboration

- Collaborated closely with Marketing, Product, Sales, and Executive teams to align visual communication with strategic priorities and business goals.
- Confidently presented design rationale, incorporated feedback, and balanced speed with craft in a fast-paced, cross-functional environment.

CREATIVE STRATEGY

BRANDING

IDENTITY DESIGN

DIGITAL DESIGN

MOTION GRAPHICS

DESIGN EXECUTION

EXPERIENTIAL DESIGN

PRINT DESIGN

ADOBE CREATIVE SUITE

2018 - 2023

**CREATIVE LEAD | PROFOUNDRY  
VANCOUVER, BC**

**Spearheaded the visual brand experience across multiple organizations within the Profoundry umbrella, including Globe Series, Delphi Group, Leading Change, and CBSR.**

**Brand Systems & Experience Design**

- Led the development and evolution of cohesive brand systems across B2B and B2C organizations, supporting internal initiatives, client-facing programs, and large-scale events.
- Designed and delivered integrated brand experiences across digital, environmental, print, social, and motion channels for both virtual and in-person audiences.

**Creative Leadership & Team Enablement**

- Led and mentored the internal design team while overseeing freelance designers, ensuring consistent quality, brand integrity, and on-time delivery.
- Established design standards, workflows, and best practices to improve efficiency, collaboration, and clarity across marketing and cross-functional teams.

**Cross-Functional Collaboration**

- Partnered closely with marketing, leadership, and program teams to translate complex ideas and organizational goals into clear, compelling visual narratives.
- Supported fast-paced, ambiguous environments by balancing strategic thinking with hands-on execution across multiple concurrent initiatives.

2011 - 2018

**PRINCIPAL | CYD CREATIVE / CATHERINE YOON CREATIVE  
VANCOUVER, BC**

**Founded and led a multidisciplinary design practice delivering brand and marketing solutions for clients across events, hospitality, health and wellness, interior design, and tourism.**

**Brand Strategy & Creative Direction**

- Led end-to-end brand engagements, from discovery and concept development through execution, evolution, and long-term brand stewardship.
- Developed visual identity systems and brand assets that supported marketing, sales, and audience engagement across print and digital platforms.

**Client & Stakeholder Leadership**

- Served as the primary point of contact for clients, managing relationships, scope, timelines, and creative direction.
- Collaborated with and directed external partners including designers, photographers, web developers, videographers, and print vendors.

**Marketing & Visual Communication**

- Designed sales-driven marketing collateral aligned with strategic objectives, including identity systems, digital assets, instructional illustrations, infographics, motion graphics, and sales presentations.
- Delivered consistent, high-quality creative solutions while balancing creative vision with business needs and production constraints.

---

**EDUCATION**

**BACHELOR OF COMMUNICATION DESIGN**

Emily Carr University of Art + Design | Vancouver, BC

---

**CERTIFICATES & TRAINING**

2022

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

2022

**Certified ScrumMaster®**  
Scrum Alliance

2022

**Leading Through Change & Innovation E-Certificate**  
Canadian Management Centre

2022

**Leading Hybrid Teams E-Certificate**  
Canadian Management Centre

2022

**Give and Receive Feedback E-Certificate**  
Canadian Management Centre