

# William (Wonjae) You

Brand Designer · Visual Designer · Graphic Designer

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## PROFESSIONAL SUMMARY

Brand and Visual Designer with 3 years of experience building cohesive brand identities, marketing systems, and visual assets for businesses across hospitality, tech, and construction. Fluent in English and Korean with hands-on experience producing bilingual campaigns for multicultural markets. Skilled in taking brands from concept to execution — from visual identity and brand guidelines to print-ready production files and digital marketing campaigns.

## CORE SKILLS

**Brand & Visual:** Brand Identity · Design Systems · Brand Guidelines · Typography & Layout · Logo Design · Art Direction  
**Graphic Design:** Print & Digital · Marketing Collateral · Social Media Assets · Campaign Design · Bilingual Design · Print Production

**Tools:** Adobe Illustrator · Photoshop · InDesign (basic) · Figma · Keyshot 11 · Blender · Fusion360 · Webflow

## WORK EXPERIENCE

### Freelance Brand & Web Designer · Independent

Oct 2024 – Present

Vancouver, BC

- Designing and building the full brand identity and website for ATMOS — a Vancouver-based environmental demolition company — in Webflow, targeting homeowners and contracting partners as dual audiences.

### Brand & Visual Designer · V+ Club Karaoke — luxury KTV venue

Feb – May 2025

Richmond, BC

- Revitalized end-to-end brand identity across digital and physical touchpoints, driving a 35% increase in social media engagement (measured via platform analytics).
- Designed bilingual (EN/ZH) menus with legibility optimized for low-light karaoke environments, and produced full marketing campaigns — posters, banners, digital graphics — boosting foot traffic by 25%.
- Prepared and supplied print-ready files to printer specifications, ensuring accurate CMYK color output across all physical materials.

### Brand Designer · ENK Construction Corp — small local contractor

Aug – Oct 2024

Richmond, BC

- Redesigned client-facing document templates and standardized corporate visual identity across B2B/B2C materials, reducing admin turnaround by 15% (based on post-project stakeholder review).
- Produced optimized print layouts for internal safety documentation, cutting paper usage by 30% and reducing on-site miscommunication.

### Brand & Product Designer · Pineapple Lab

Sep 2022 – Dec 2023

Vancouver, BC · Early-stage e-commerce startup, custom keyboards

- Built the brand from scratch — logo, color palette, typography, and brand guidelines — positioning the company as accessible and community-forward within the custom keyboard market.
- Designed a full e-commerce web experience including homepage, product catalogue, and 3D interactive customization UI with photorealistic product renders.
- Conducted market research and stakeholder workshops to ground brand decisions in user needs and competitive differentiation.

## PROJECTS

### 375SQFT · Academic · Brand, Layout & Editorial Design

Oct – Dec 2022

- Led brand design for a collaborative 5-person project creating an interior design magazine for small-space living in Metro Vancouver — covering logo, color system, typography, and editorial layout.
- Designed magazine spreads, advertisement layouts, business cards, and web mockups as a cohesive brand system across print and digital touchpoints.

## EDUCATION & CREDENTIALS

B.A. Interactive Arts & Technology · Simon Fraser University, Burnaby, BC

June 2023

Google UX Design Certificate · Google

Oct 2024

Web Developer Bootcamp · Udemy

Sep 2024

**Languages:** English (Fluent) · Korean (Fluent)