

# William (Wonjae) You

Brand Designer · Visual Designer · Graphic Designer

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## PROFESSIONAL SUMMARY

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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

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**Brand & Visual:** Brand Identity · Design Systems · Brand Guidelines · Typography & Layout · Logo Design · Character Design

**Graphic Design:** Print & Digital · Marketing Collateral · Social Media Assets · Campaign Design · Bilingual Design · Print Production · Motion Graphics

**Tools:** Adobe Illustrator · Photoshop · Figma · Keyshot · Blender · Webflow

## WORK EXPERIENCE

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**Freelance Web Designer** · Independent

Jan 2026 – Present

Vancouver, BC

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

**Character Designer** · Koish Sports

May – Oct 2025

Shenzhen, China · Remote Contract

- Designed two mascot characters and a full animated sticker pack for WeChat, expanding the brand's social media presence across Chinese digital platforms.
- Developed a pickleball paddle concept including competitor research, shape exploration, graphics development, 3D modeling, and photorealistic rendering.

**Brand Designer** · V+ Club Karaoke

Feb – May 2025

Richmond, BC

- Revitalized end-to-end brand identity across digital and physical touchpoints, driving a 35% increase in social media engagement.
- Designed bilingual English and Chinese menus and produced full marketing campaigns including posters, banners, and 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

Aug – Oct 2024

Richmond, BC · Contract

- Redesigned client-facing document templates and standardized corporate visual identity across B2B and B2C materials, reducing admin turnaround by 30%.
- Produced optimized print layouts for internal safety documentation, cutting paper usage by 20% 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

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**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.
- Designed magazine spreads, advertisement layouts, business cards, and web mockups as a cohesive brand system across print and digital touchpoints.

## EDUCATION & CREDENTIALS

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**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)