soonbin an

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soonbinan.com

Blending creative insight with technical understanding, I contribute to projects by focusing on user engagement and functional efficiency. My journey has shaped me into a versatile generalist, ready to add value in dynamic roles.

Education

UCLA Extension   2018 - 2019
Applications Programming Certification

Academy of Art University   2014 - 2016
Master of Fine Art, Advertising

UCLA   2011 - 2013
Bachelor of Art, Art History

Skills

Tools
Figma, Sketch, Adobe XD, InVision, InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Blender, Webflow, Canva, Github, Docker

Development
Basic level : JavaScript (React, AR.js, A-Frame), Python, Solidity, ARKit, Tailwind CSS

Work Experience

RaidGuild DAO
Creative

Sep 2022 - Present

- Collaborated with programmers to create a platform for Near Protocol using Gnosis Safe.
- Worked closely with developers to ensure the front-end design aligned perfectly with Figma prototypes.
- Utilized Figma for designing user interfaces, ensuring a seamless and engaging user experience.
- Leveraged my basic front-end development skills to create designs that were both aesthetically pleasing and technically feasible, maintaining the integrity of the original design concept.

ConsenSys
Designer

Sep 2021 - Nov 2022

- Played a key role in the Marketing team, enhancing digital and physical interactions with ConsenSys products.
- Involved in ideation and design of marketing assets for various campaigns, including the Ethereum Merge and other significant events.
- Contributed to the creation of marketing materials for internal and external needs, including POAPs, NFTs, and other digital assets.
- Instrumental in the Ethereum Merge marketing campaign, focusing on strategy, execution, and the development of innovative digital assets like NFTs and POAPs.
- Ensured complex blockchain concepts were communicated effectively, leading to increased audience engagement and awareness.

soonbinan.com
Art Director Freelance

Sep 2017 - Present

Clients: Amazon Alexa, French's, MedExpress, Fulton County, Blind App, Yonex, T5 Data Center

- Managed campaigns from ideation to launch, collaborating with both traditional and digital agencies.
- Specialized in building foundational branding systems and event designs tailored to specific client needs.
- Consistently delivered projects on time, collaborating effectively with developers and creative directors to achieve project goals.