



BRAND IDENTITY

Woohyun Chung

UX/UI Designer

WORD LIST

diligent	loyal	happy	passionate
focused	reliable	good	friendly
shy	responsible	nice	flexible
worried	kind	modest	classical
simple	quiet	well-behaved	Ordinary
passive	peaceful	<u>humble</u>	neat
organized	honest	calm	warm
introvert	emotional	<u>meaningful</u>	grateful
meek	generous	<u>valuable</u>	complex
gentle	sympathetic	<u>progressive</u>	harmonious

Friendly Always open to new suggestions and willing to listen to other's opinions.

Passionate Finding and having valuable purposes and pursuing positive experiences.

Humble Considering or embracing any proper appreciation and healthy criticism.

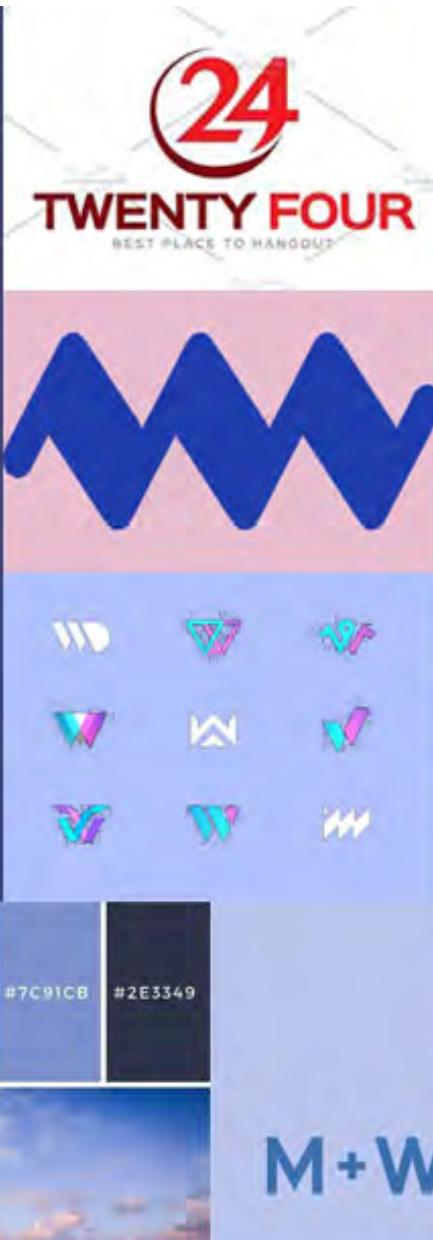
POSTER



MOODBOARD



STYLEBOARD



M+W GROUP

BRAND MANTRA

“Designing has always been a passion for me. I like creating beautiful, yet functional websites and digital interfaces. Listening to people’s opinions helped me learn, and accept challenges.”

COLOR PALETTE

Primary Colors



CMYK (81, 56, 12, 0)
RGB (63, 110, 116)
#3F6EA6



CMYK (28,20, 0, 0)
RGB (177, 193, 252)
#B1C1FC

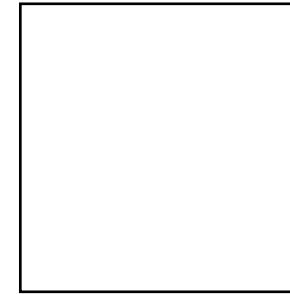
Secondary Colors



CMYK (5, 81, 65, 0)
RGB (228, 87, 85)
#E45755



CMYK (71, 65, 64, 70)
RGB (37, 37, 37)
#252525



CMYK (0, 0, 0, 0)
RGB (255, 255, 255)
#FFFFFF

TYPOGRAPHY

Montserrat

Header / Title

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;,.*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢;,.*

Noto Sans

Body / Paragraph

Aa

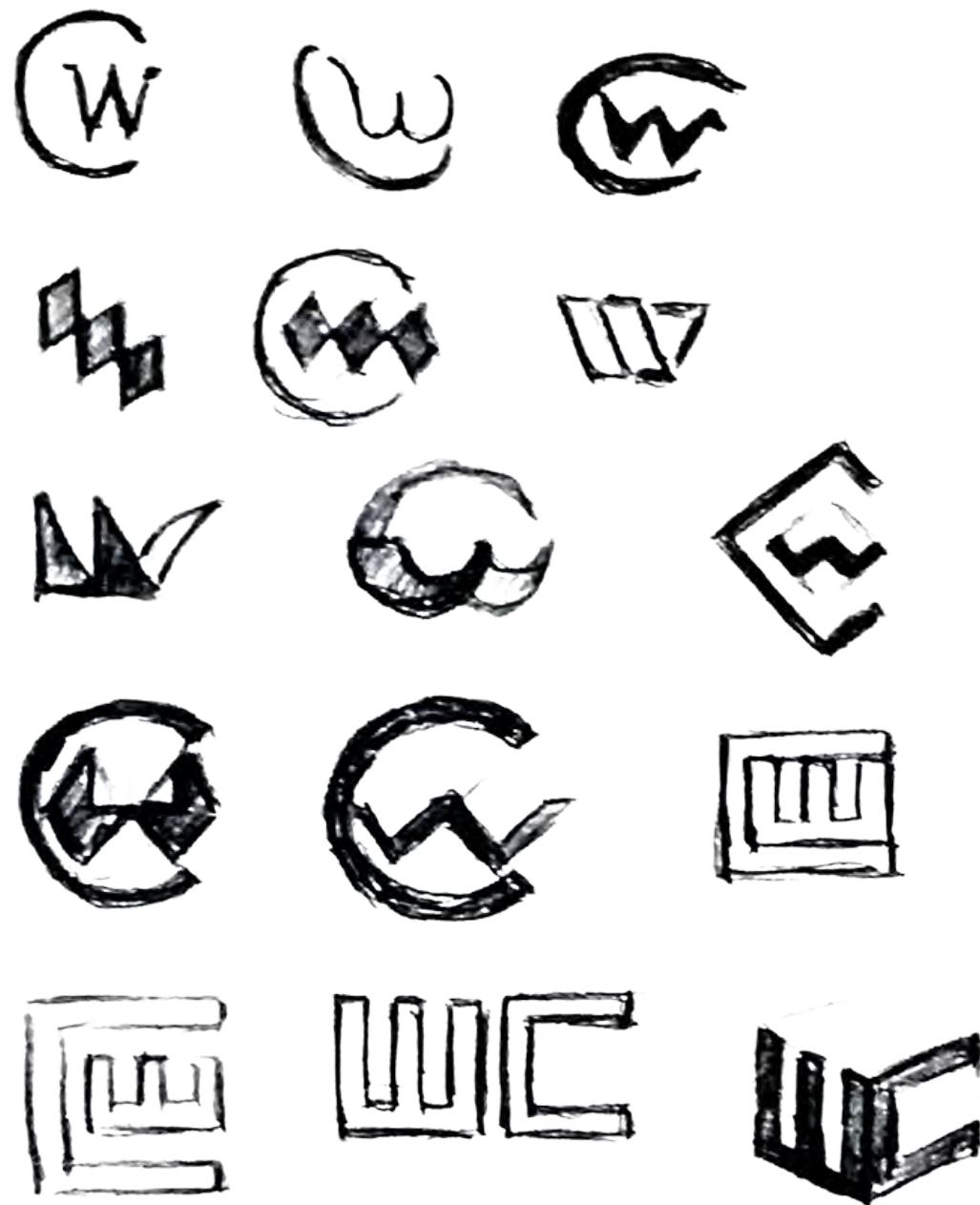
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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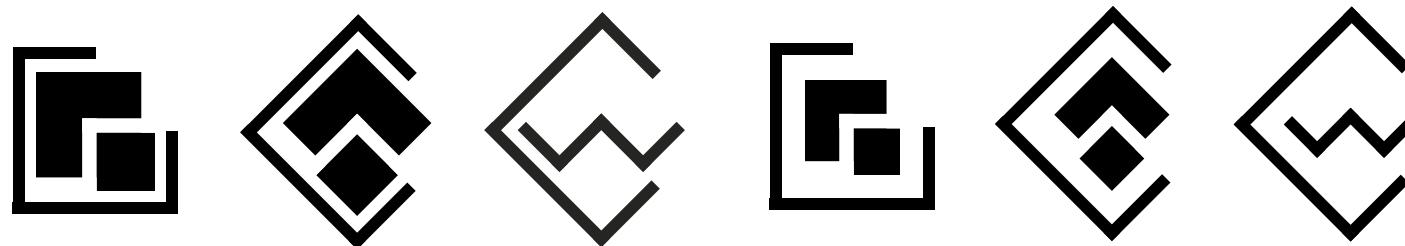
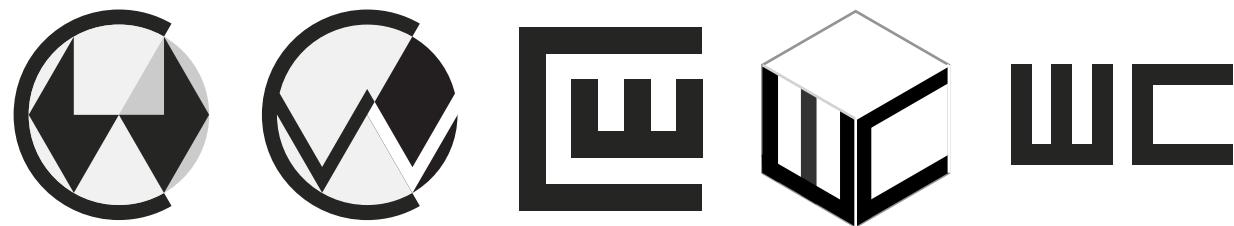
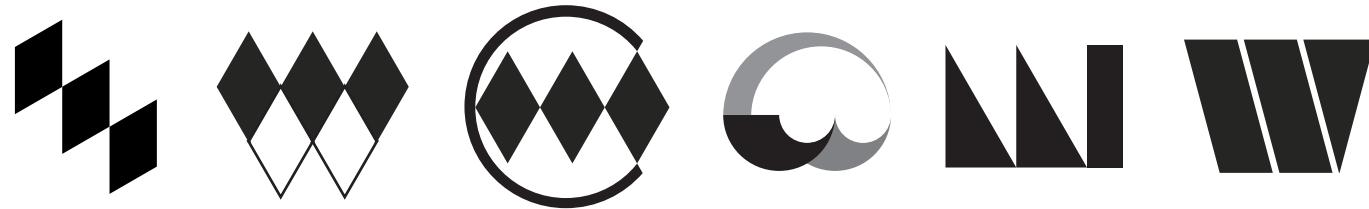
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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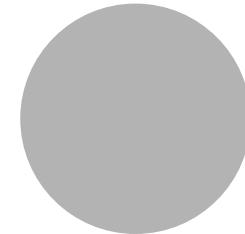
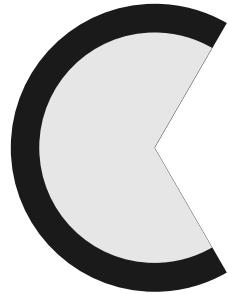
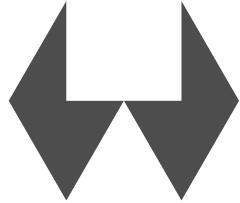
LOGO EXPLORATIONS (SKETCHES)



LOGO EXPLORATIONS (DIGITAL)



LOGO ANATOMY



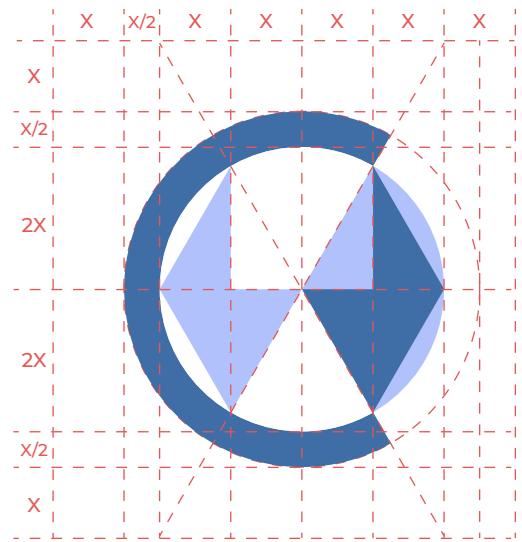
**The first letter of
my first name - W**

**The first letter of
my last name - C**

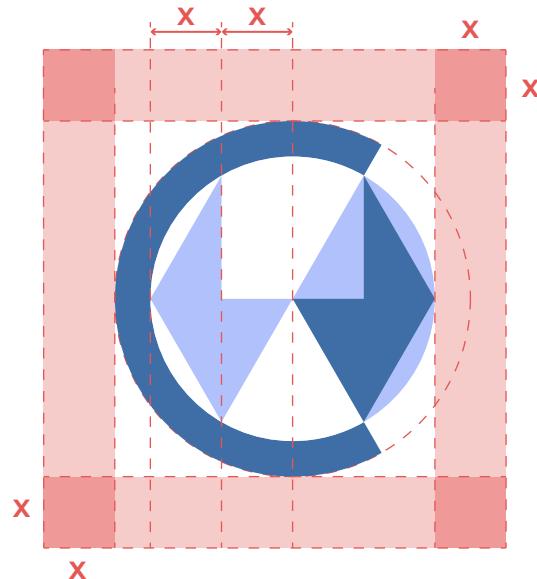
Circle



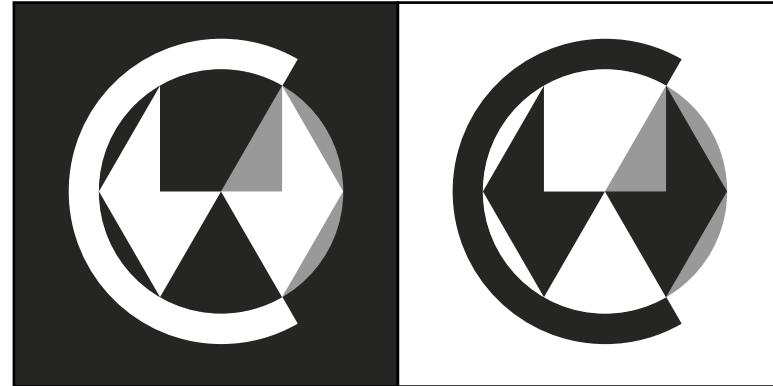
FINAL LOGO (GUIDELINES)



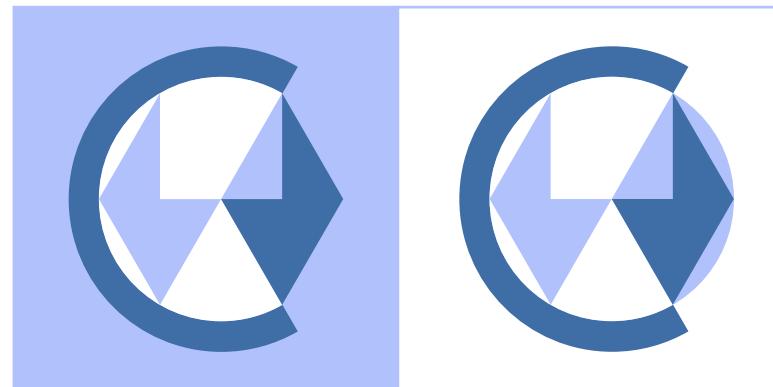
Clear Space



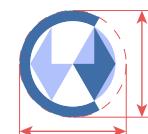
Black & White



Color



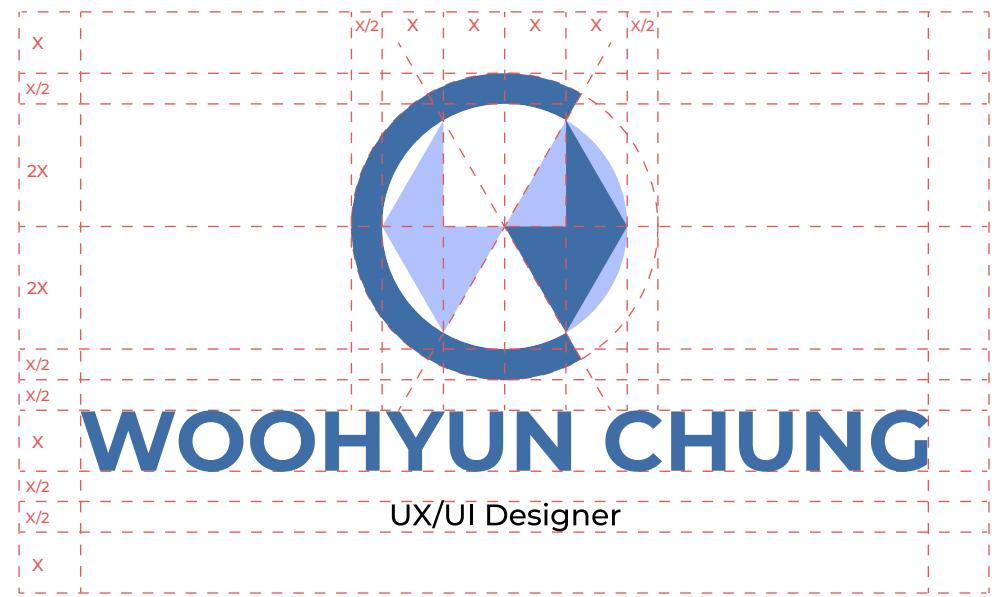
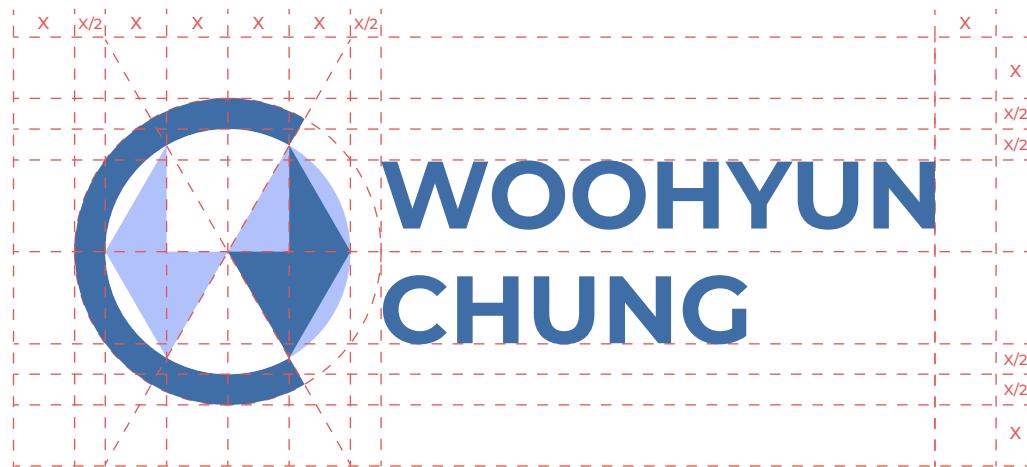
Minimum Size



Print minimum size: 0.55 X 0.55 in (1.4 x 1.4 cm)

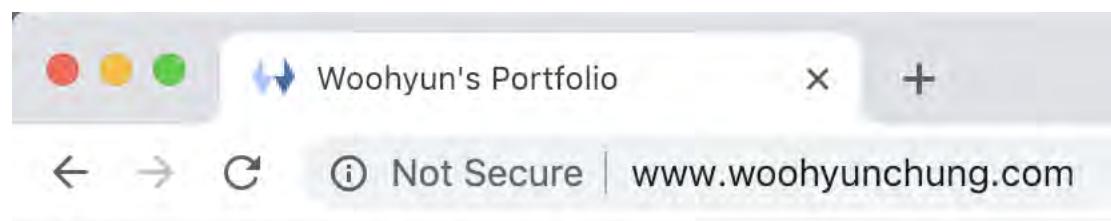
Digital minimum size: 40 x 40 px

FINAL LOGO (WITH NAME)

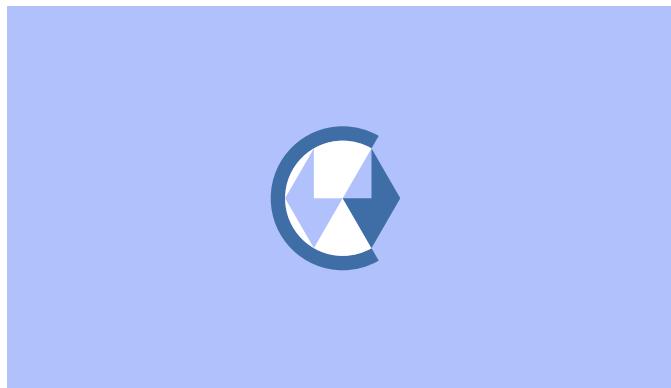


FAVICON

Favicon 16 x 16 pixels



BUSINESS CARD



LETTERHEAD



WOOHYUN CHUNG
UX/UI Designer

(310) 404-4965
woohyunchung1230@gmail.com
woohyunchung.com

Web Designer and Front-end Developer utilizing recent and relevant technical education. Formally trained in Fine Art, Computer Science, and Multimedia Technology, with skillsets in UX concept, UI flow, visual design, motion graphic, front-end and back-end web development.

EDUCATION

- **Master of Web Design and New Media** May 2019
Academy of Art University, San Francisco, California
- **Associate of Multimedia and Business Technology** May 2016
Mesa Community College, Mesa, Arizona
- **Bachelor of Fine Art (Carving & Modeling)** February 2006
Chonnam National University, South Korea

PROFESSIONAL EXPERIENCE

- **Web Design and Development Intern** June 2018 – Present
TED Health Revolution, Daly City, California
 - Developing company's web site using WordPress
 - Designed UX and UI design of a mobile application
 - Provide professional and technical support
- **Graphic Designer** October 2016 – June 2017
Easyflex, Inc, Garden Grove, California
 - Designed flyers, newsletters, brochures, spec-sheets, calendars, binders, and envelopes
 - Cooperated with sales team to support design solution, check customer lists, and send customers emails
 - Assisted marketing team in preparing expositions and workshops; take and edit photos and videos
 - Contacted outside vendors for making banners, magazine advertisements, and updating website
- **Employee of System Maintenance** October 2009 – February 2010
Kahu Engineering and Consulting, Seoul, South Korea
 - Worked with computer programming system related to automation equipment system
 - Assisted to maintain servers of automation systems and the server of the company
 - Contributed to design and develop the company's personal and business management system and database
 - Maintained the company's homepage

TECHNICAL SKILLS

- **Web Skills**
HTML, CSS
JavaScript, jQuery
PHP, SQL
JSON, AJAX
Bootstrap, WordPress
- **Tools**
Photoshop, Illustrator
Premiere Pro, After Effects
- **Others**
UI/UX Design
Digital photography
Video Editing

TRAININGS & CERTIFICATES

- **Certificate of Multimedia Technology**, December 2014, Mesa Community College, Mesa, AZ
- **Completion of .NET (C# & ASP.NET) Developer**, September 2009, Joongang High Tech Advancement, Seoul, South Korea
- **Completion of Enterprise Java Developer**, March 2009, Joongang High Tech Advancement, Seoul, South Korea
- **Sun Certified Java Programmer** in South Korea, February 2009
- **Industrial Engineer Information Processing Certificate** in South Korea, December 2008



WOOHYUN CHUNG
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Feb 11th, 2016

Dear Hiring Manager:

I was interested to see your job posting on Monster for Entry Level Front-end Web Developer, and would like to learn more about this opportunity. I read about your company in the website and feel my web design and development skills would add value to your company.

I am studying for a master's degree of Web Design & New Media at Academy of Art University, and I will graduate this coming May. My major is related with my former studies and experiences of Fine Art, Computer Programming, and Multimedia Technology, and I really like it. With school and personal projects, I am getting experiences of web and media skills such as UX/UI design, Front-end web development, and Back-end web development. I am also interested in multimedia works such as Graphic Design, Photography, and Video Editing. I have a passion for web and media technology.

The position could be related my major, and my studies and skills would be helpful to the position. I have a passion for web and media technology, so I believe I will make good experiences with your company.

Thank you for your time and consideration. I hope to have the opportunity to discuss the opening with you in person.

Sincerely,

Woo Hyun Chung

THANK YOU