Hi, I'm Joohyun

I turn brand ideas into visual systems people actually remember.

Selected work, 2021 — 2023. Graphic & visual designer — editorial, event, campaign and digital design for agencies, nonprofits and cultural institutions.

6 CLIENTS

4+ YEARS EXP.

BFA · SAIC

01	Reingold	Poster, Brochure, Fact sheet	2021 — 22 →
02	CAPX	Campaign, Social media, Poster	2022 →
03	Therapy Materials Vault	Workbook, Illustration, Print	2022 →
04	Esri	Event signage, Environmental, Social	2022 →
05	Vertical	Motion graphic, Social media	2022 →
06	Harris Theater	Dance season, Print, OOH	2022 — 23 →

Design is precision in disguise.

I’m a graphic designer specialised in editorial design, with experience in packaging, layout, motion graphics, social media, and UI/UX and web design. I’ve worked across agency, nonprofit and cultural institutions — with organisations like Harris Theater, SAIC, Esri and Reingold — bringing visual clarity to complex communication challenges.

01

Education

School of the Art Institute of Chicago
BFA in Visual Communication Design
09.2019 — 05.2023

ACTIVITIES

Undergraduate Exhibition, Fall 2022
KSA — SAIC Korean Student Association

02

Experience

Harris Theater Graphic design intern	12.2022 — 2023
CAPX, SAIC Graphic designer	01.2022 — 01.2023
Vertical, Inc. Graphic design intern	09 — 12.2022
Esri Graphic design intern	06 — 09.2022
Therapy Materials Vault Graphic design intern	01 — 04.2022
Reingold Graphic design intern	09.2021 — 04.2022

03

Tools

ILLUSTRATOR PHOTOSHOP INDESIGN
AFTER EFFECTS FIGMA XD ZEPLIN
LIGHTROOM HTML / CSS POWERPOINT WORD
GOOGLE ANALYTICS FACEBOOK ADS

01

POSTER BROCHURE FACT SHEET

Reingold

A full-service strategic communications firm that launches campaigns for mission-driven organizations. I designed internal event material and public-health pieces for its clients.

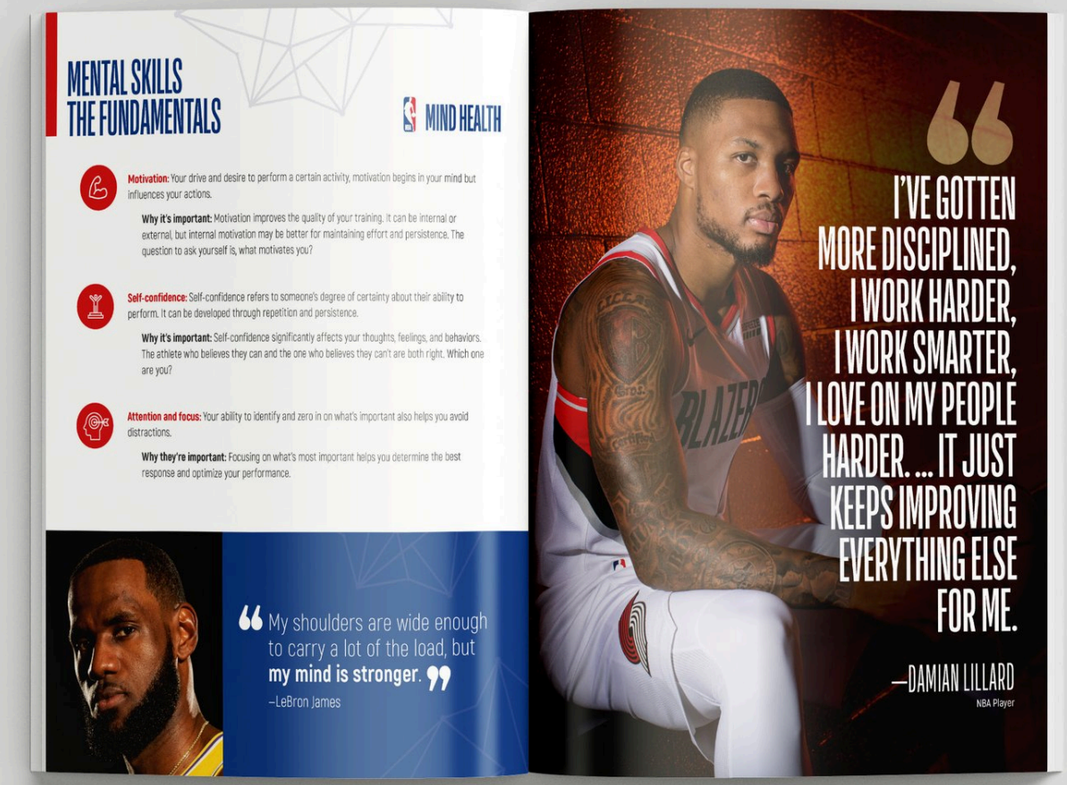
CLIENT
Reingold

YEAR
2021 — 22

ROLE
Graphic design intern

SCOPE
Event poster, PPT template, brochure, fact sheets

Reingold

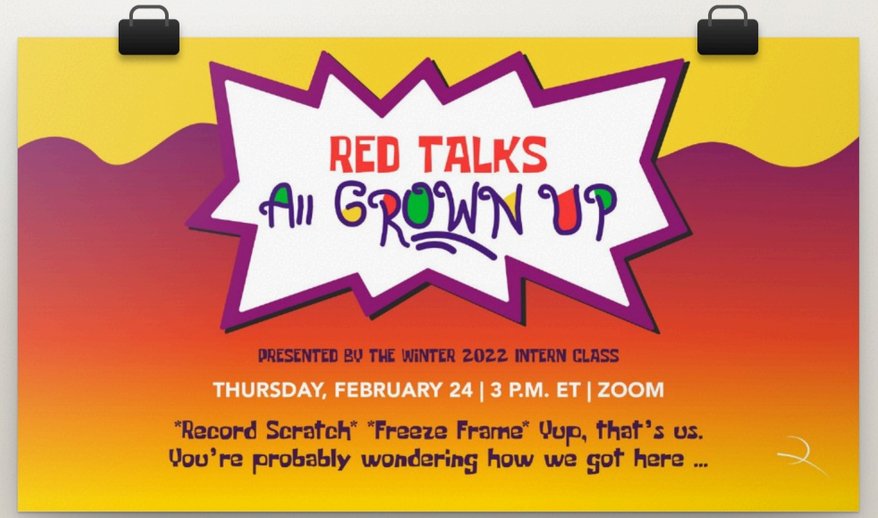


01.1

RED Talks

Poster and PowerPoint template for Reingold's intern talk programme — loud, playful type that made an internal event feel like a show.

Poster · All Grown Up



PPT template · Now That's What I Call RED Talks



01.2

NBA Mind Health

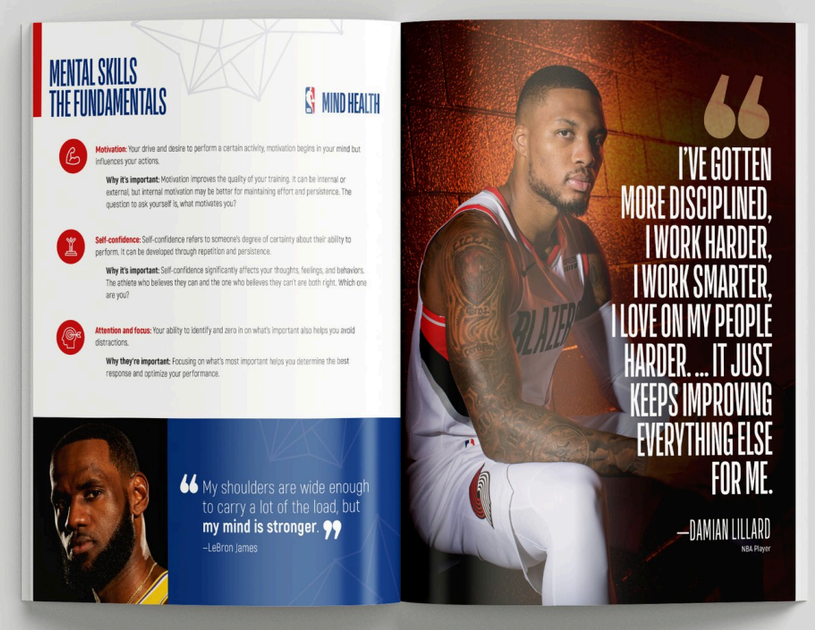
A brochure on the mental-skills fundamentals, built around player voices.

Big quotes, clear steps — mental health in the players' own words.

An editorial brochure for the NBA Mind Health programme. Each spread pairs a player portrait and pull quote with a short, numbered set of practical skills.

Condensed display type carries the energy of the court; a calm, structured text column keeps the guidance easy to follow.

Brochure spread



01.3

DC Health fact sheets

A COVID-19 mask guidance series for DC Health — icons and plain-language do’s and don’ts that read at a glance.



02

CAMPAIGN SOCIAL MEDIA POSTER

CAPX

SAIC's career office prepares students and alumni for sustainable, creative lives. I built the visual campaigns for its expo, talks and panel series across print and social.

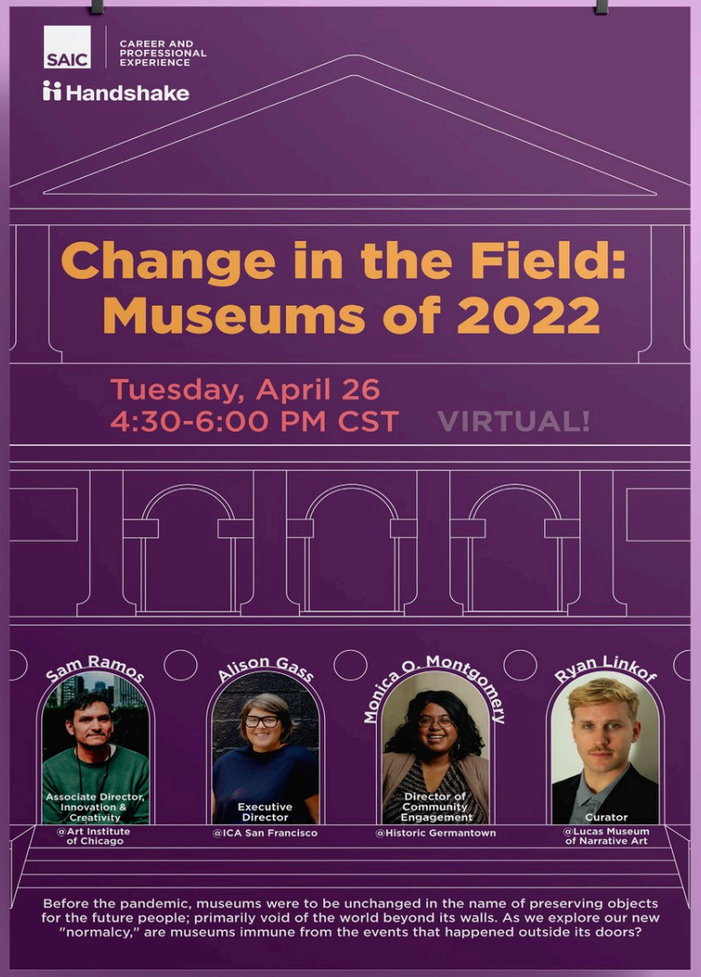
CLIENT
SAIC — Career & Professional Experience

YEAR
2022

ROLE
Graphic designer

SCOPE
Event campaigns, posters, email, social, banners

CAPX



02.1

Expo Spring 2022

The SAIC Virtual Internship + Job Expo — one identity across every touchpoint.

A sunrise gradient that says “your career starts here.”

The Spring 2022 Expo brought together leading creative organisations and businesses from Chicago, the U.S. and beyond. It needed to reach students everywhere — in the hallway, the inbox and the feed.

I built a warm yellow-to-coral system with dotted orbit rings and set it across roll-up banners, posters, email, web banners and social.



02.2

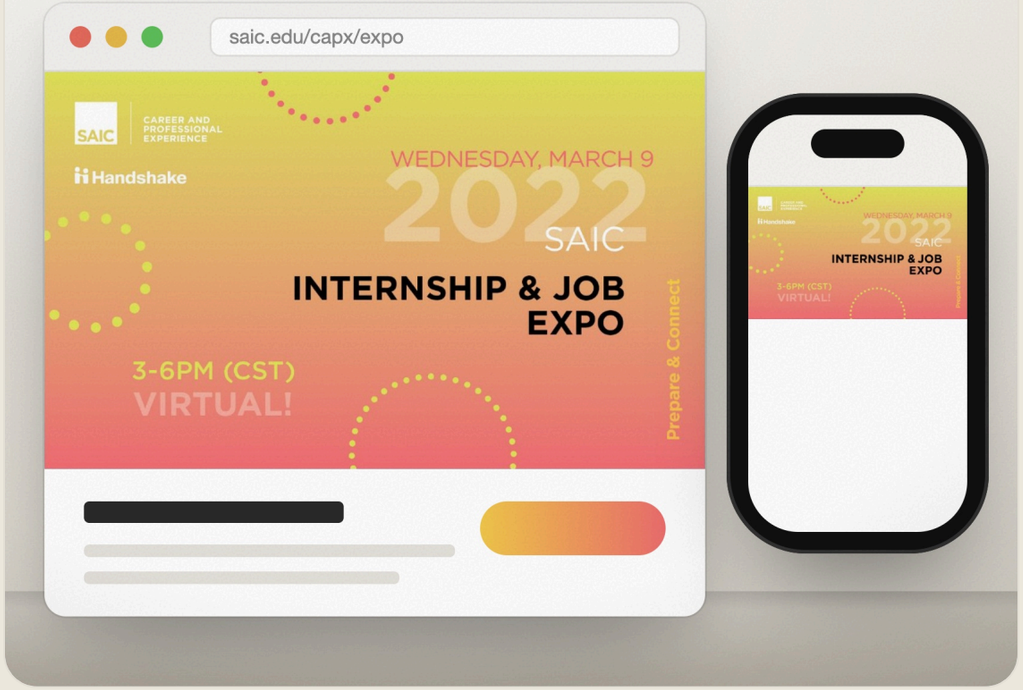
Poster, email & banner

The same gradient, date lock-up and orbit rings flexed across print and digital formats.

Poster series



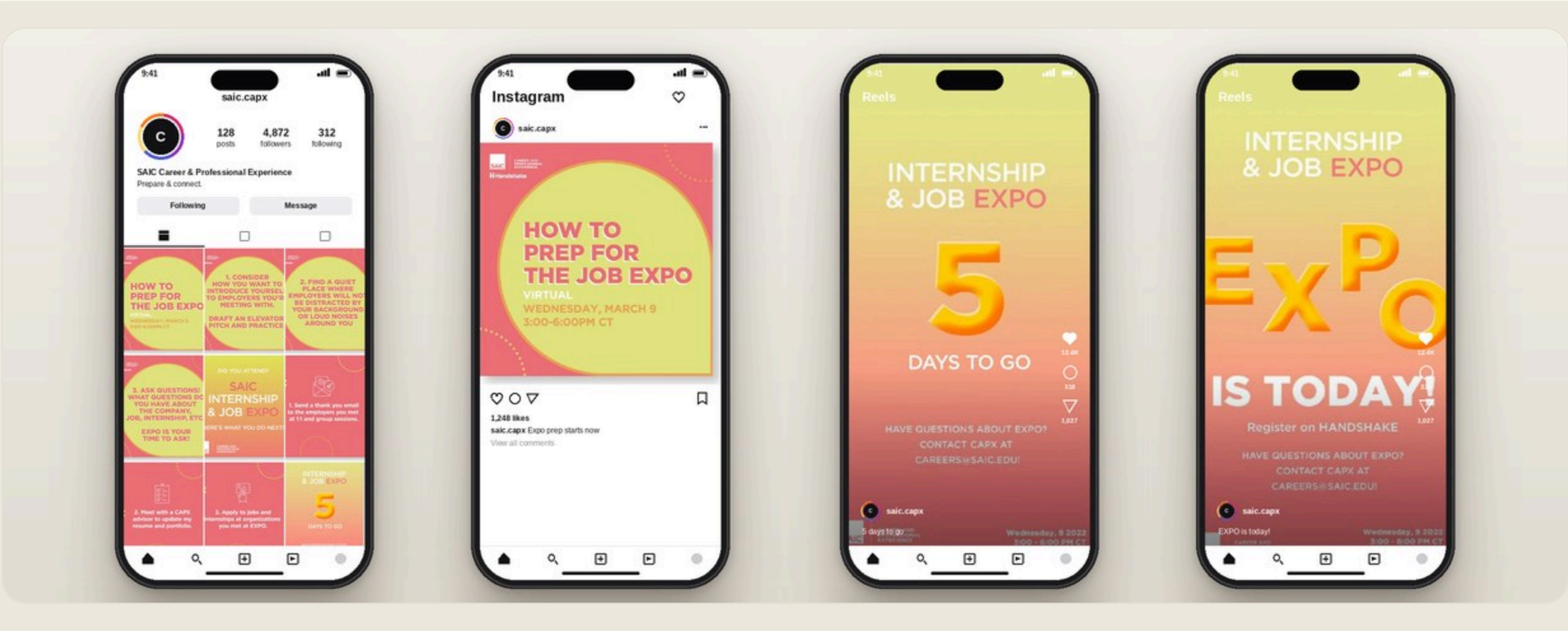
Web banner · email



02.3

Expo social media

A countdown and how-to series for Instagram — tips before the Expo, next steps after it.



02.4

Expert Exchange

Virtual one-on-ones with creative professionals and Chicago business leaders.

Faces first — the experts are the reason to sign up.

Expert Exchange connects students and alumni with professionals to talk venture ideas and future careers. The poster leads with the people: circular portraits on a pink-to-blue duotone field.

A QR call-out sends students straight to Handshake to book a session.

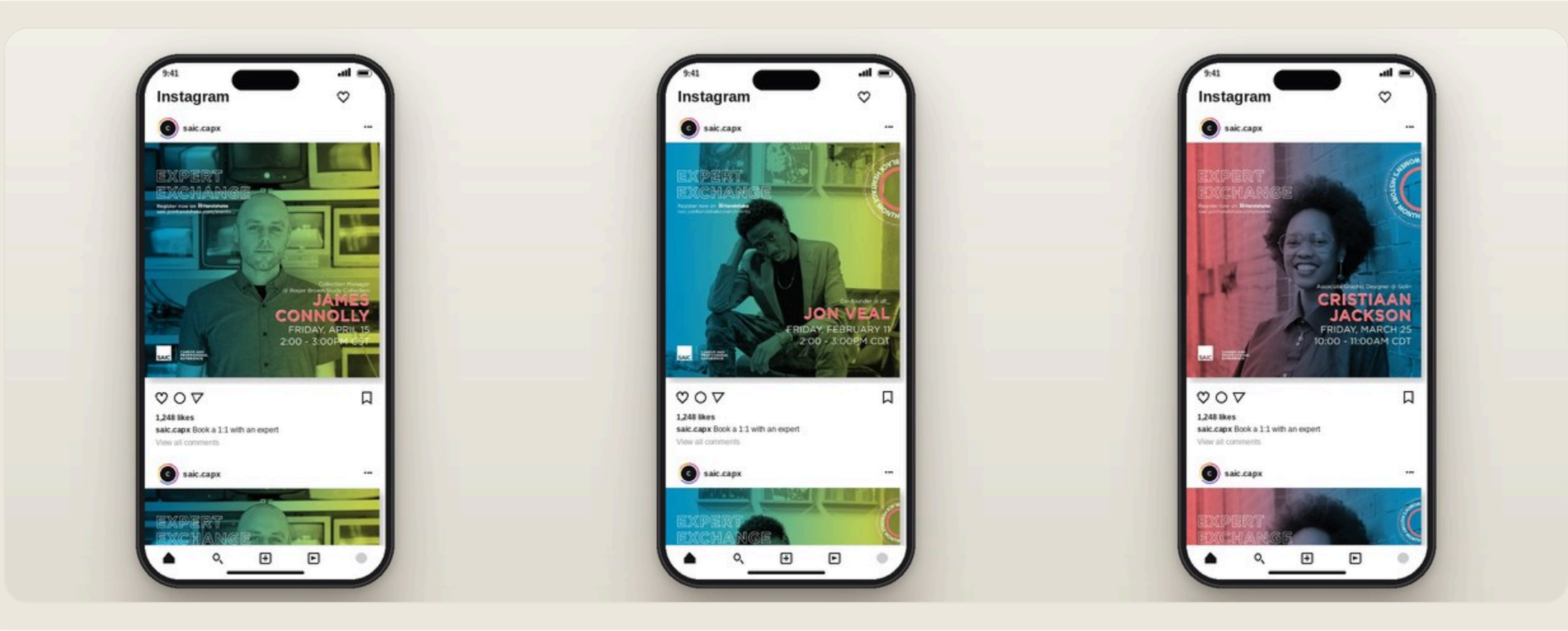
Poster



02.5

Expert Exchange social

Speaker cards for Instagram and engagement posts — duotone portraits with the date up front.

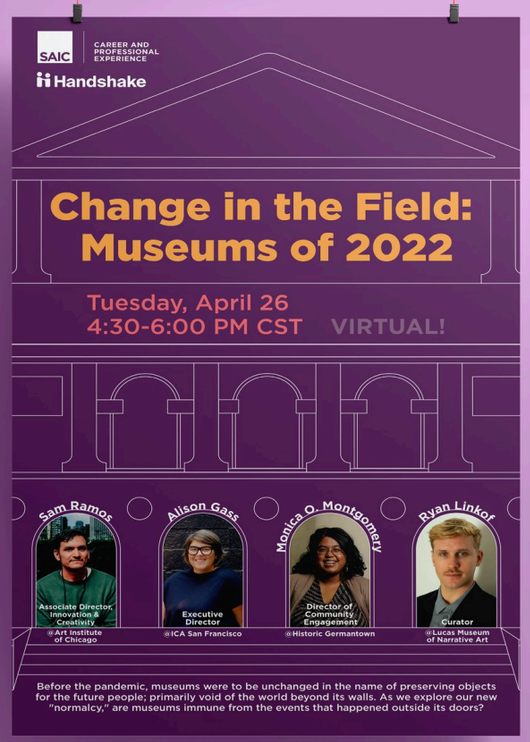


02.6

Panel posters

Two talks, two tones — an institutional panel and an open conversation.

A



A — Change in the Field: Museums of 2022 — museum professionals on how practice has changed, internships, jobs and career paths.

B



B — It's Alright — Dialogue I, "Practicing Expression: What Do You Wish We Knew?"

03

WORKBOOK ILLUSTRATION PRINT

Therapy Materials Vault

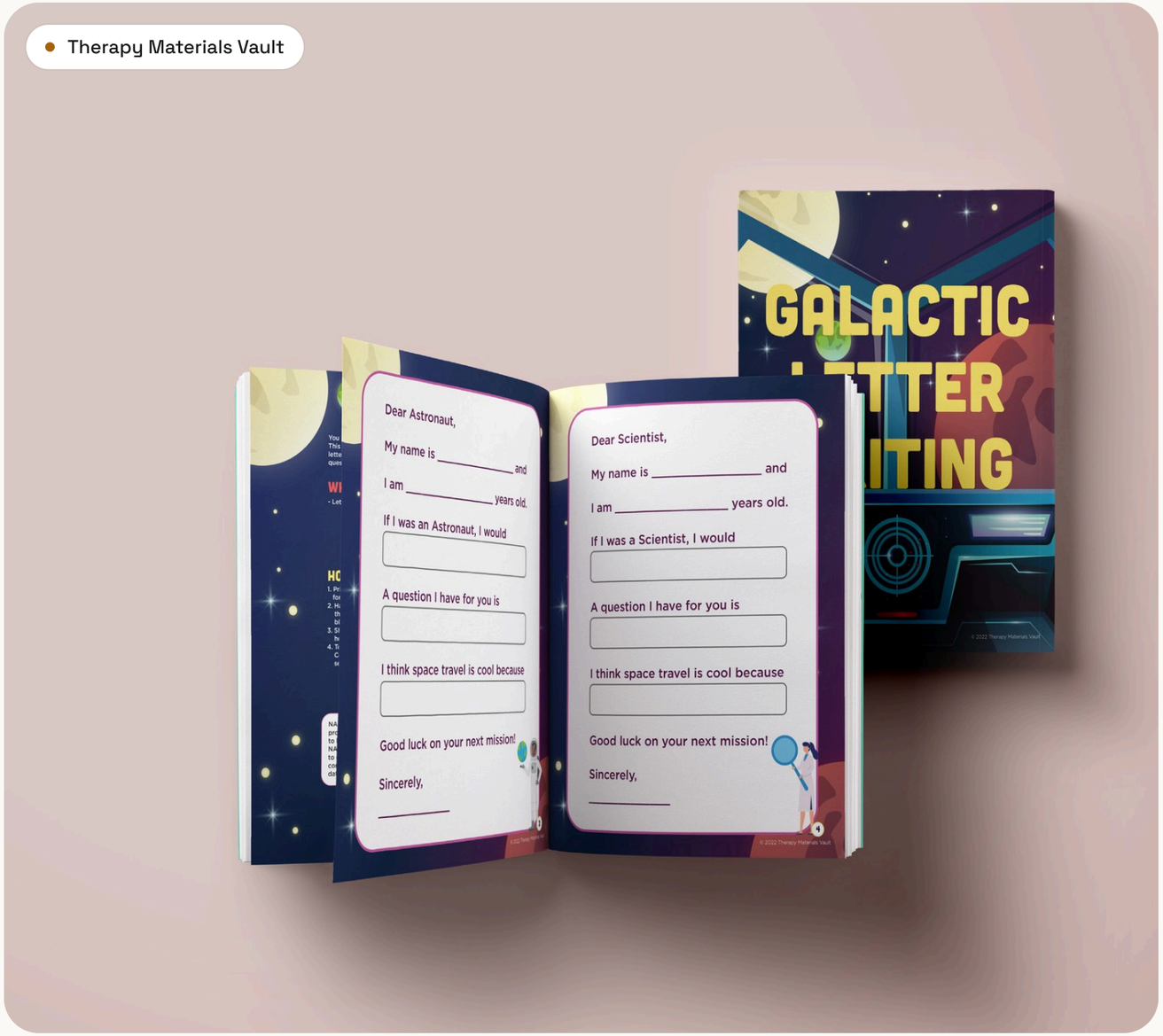
TMV makes effective, affordable and beautifully designed materials for therapists, helping every child make social, emotional and cognitive gains.

CLIENT
Therapy Materials Vault

YEAR
2022

ROLE
Graphic design intern

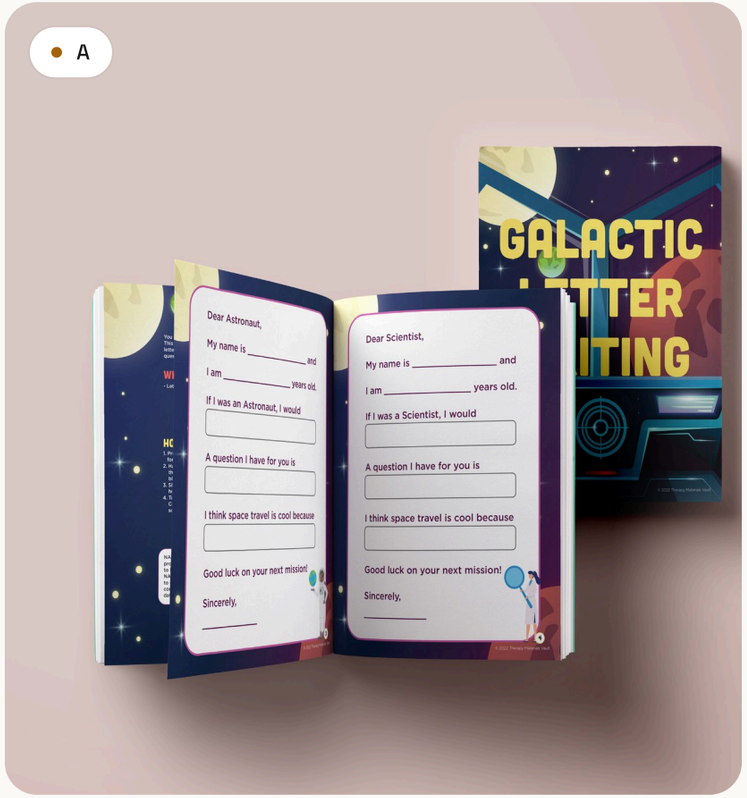
SCOPE
Workbooks, flash cards, activity mats



03.1

Learning materials

Three products, one goal: activities kids actually want to pick up.



A — NASA collaboration — a Galactic Letter Writing workbook made with NASA's Space Communications and Navigation (SCaN).



B — Simple Chores — 10 chore flash cards and two first/then boards as a visual schedule.



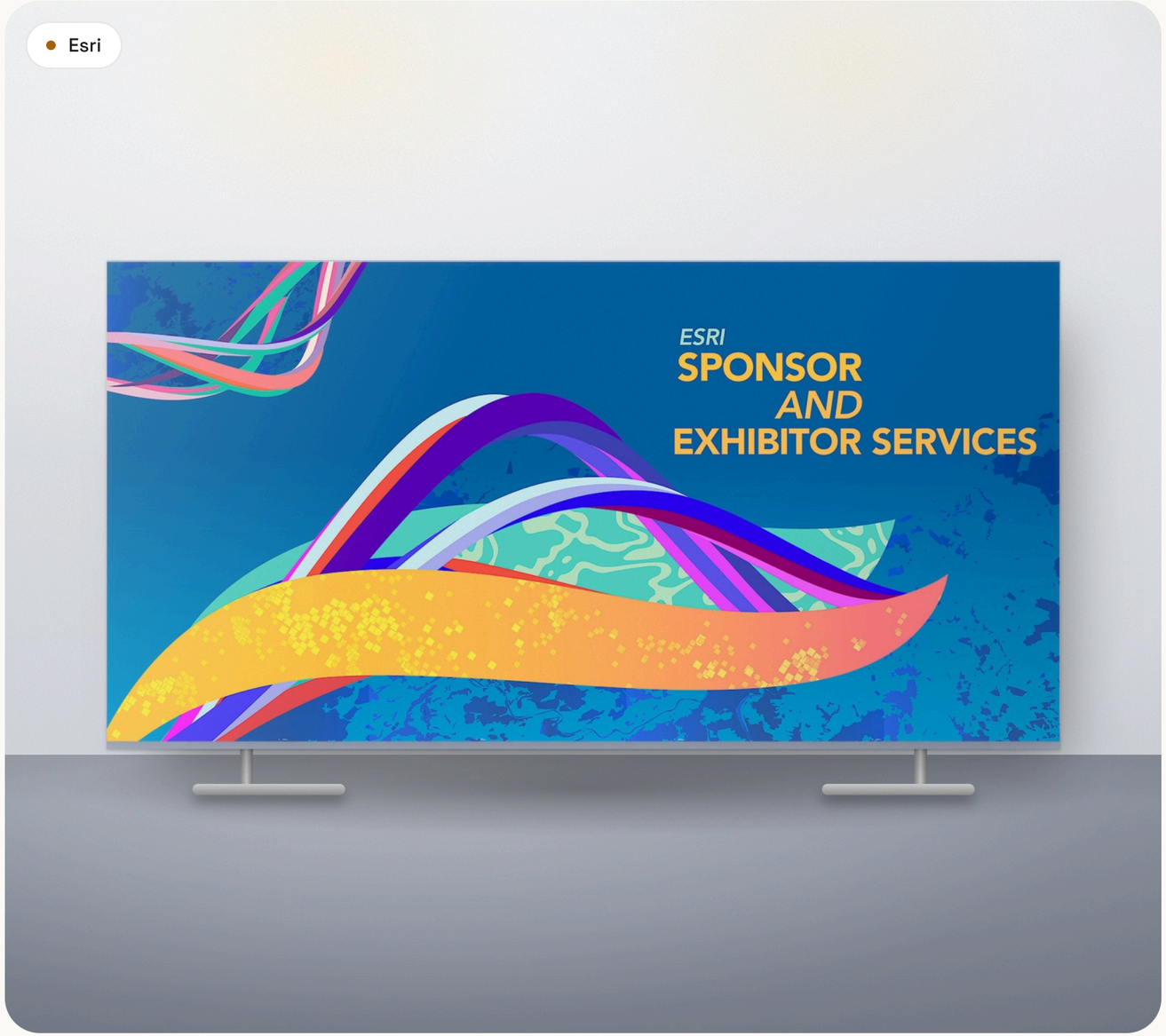
C — Easter PlayDough — five seasonal mats with eggs, the Easter Bunny and little chicks.

04

EVENT SIGNAGE SOCIAL MEDIA

Esri

The global leader in GIS software — “The Science of Where.” I designed the signage system for the Esri User Conference 2022 in San Diego, plus kiosks, social posts and illustration.



CLIENT
Esri

YEAR
2022

ROLE
Graphic design intern

SCOPE
Conference signage, wayfinding, kiosks, social, illustration

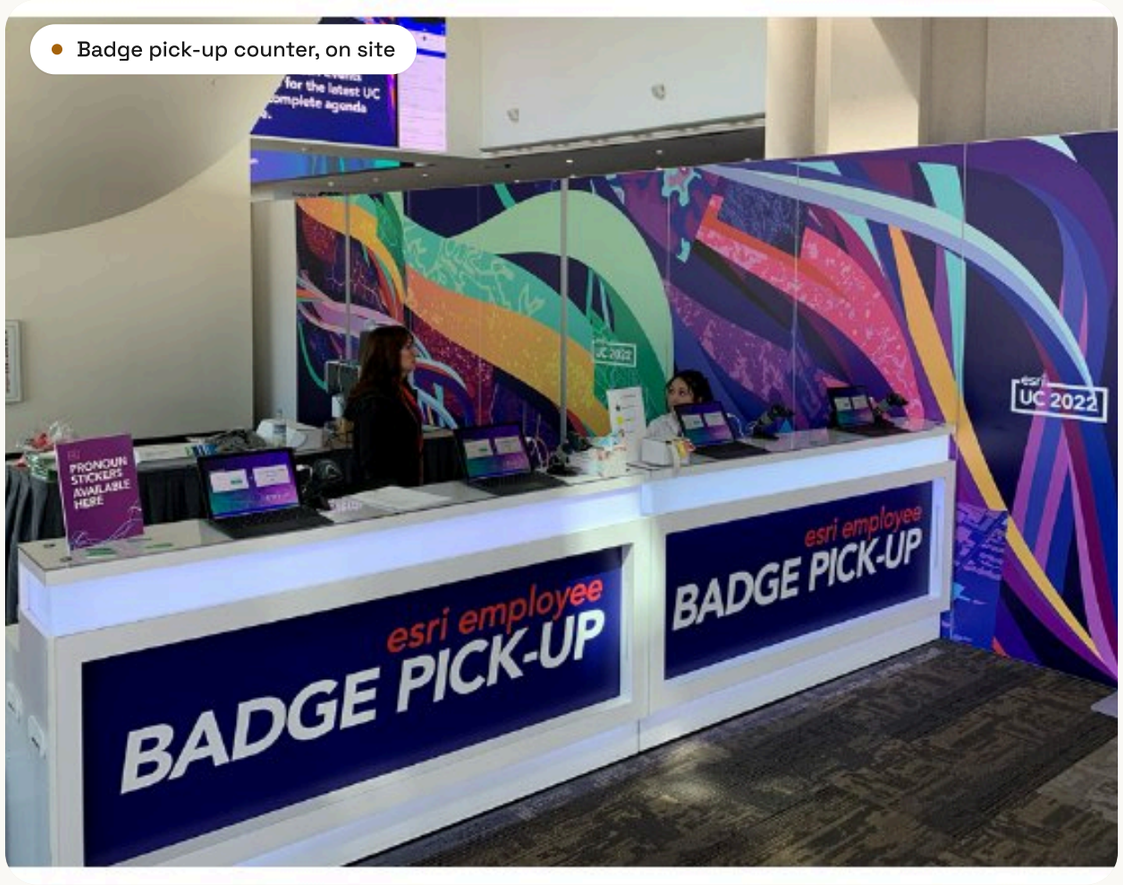
04.1 User Conference 2022

Signage for the Esri UC 2022 at the San Diego Convention Center.

One ribbon of colour, from the first counter to the last kiosk.

Thousands of attendees, dozens of rooms and a tight print deadline. The conference needed signage that was quick to read and instantly “Esri.”

I extended the UC ribbon artwork into a system of counters, tabletops, freestanding signs, windjammers, meterboards and kiosks — all produced and installed on site.



Badge pick-up counter, on site

04.2

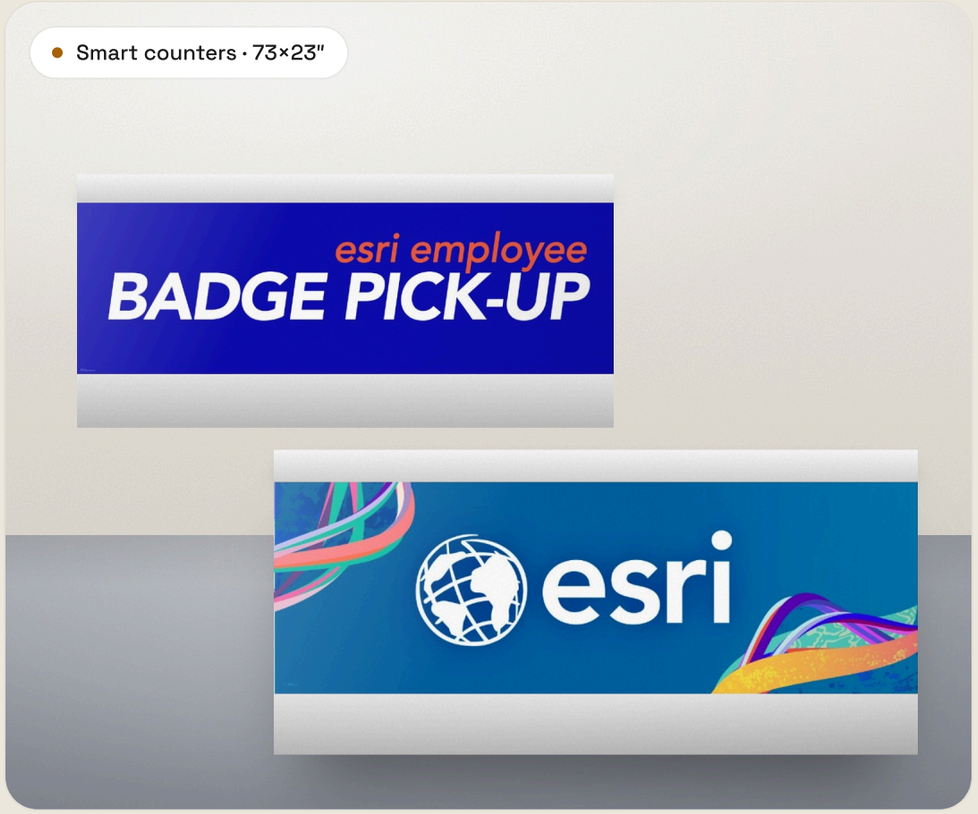
Check-in & exhibitor desks

Table signs and smart counters for the exhibitor services and employee check-in desks.

- Table signs · 8.5×11" & 11×17"



- Smart counters · 73×23"



04.3 Wayfinding

Freestanding signs and windjammers that point people to badges, luggage and buses.

Freestanding · 38×87"



On site



Windjammer · 40×54"



On site



04.4 Food trucks & lunch

Outdoor signs for food trucks and SDCC lunch options — big type for passers-by.

Windjammer



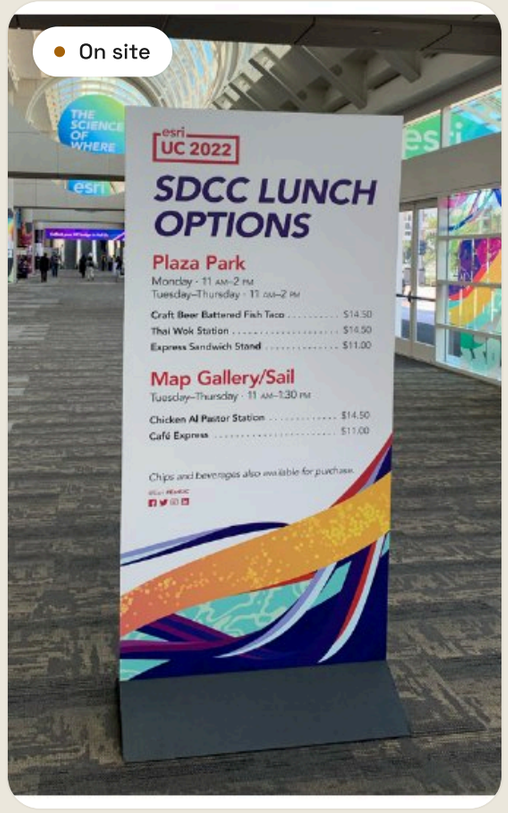
On site



On site



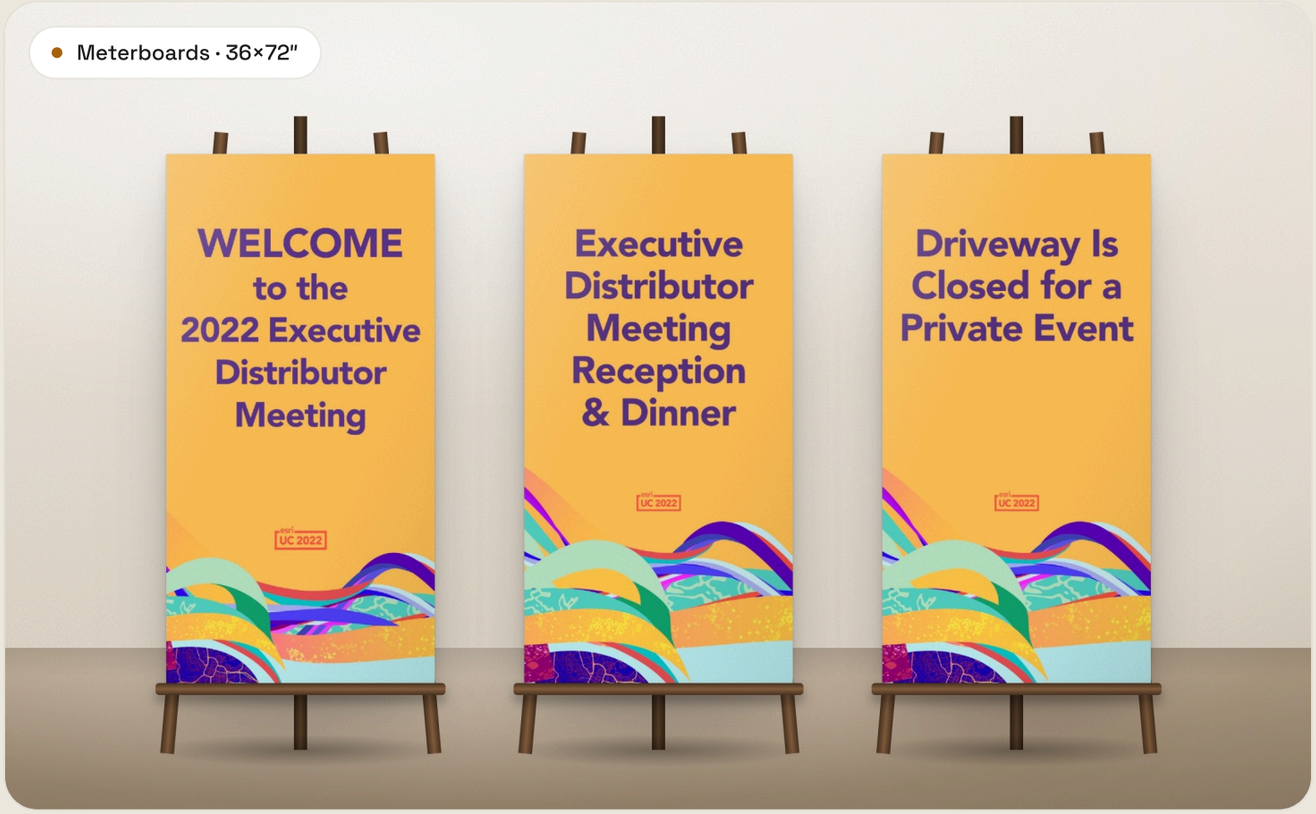
On site



04.5 Executive distributor meeting

A warmer, sunlit palette for the private executive reception and dinner.

- Meterboards · 36×72"



- Banner stands · 24×36"



04.6

Precon rooms & map gallery

Room boards for pre-conference sessions and heavyweight prints for the Map Gallery winners.

- Covered boards · 26×36″













- Map Gallery · 41×80″

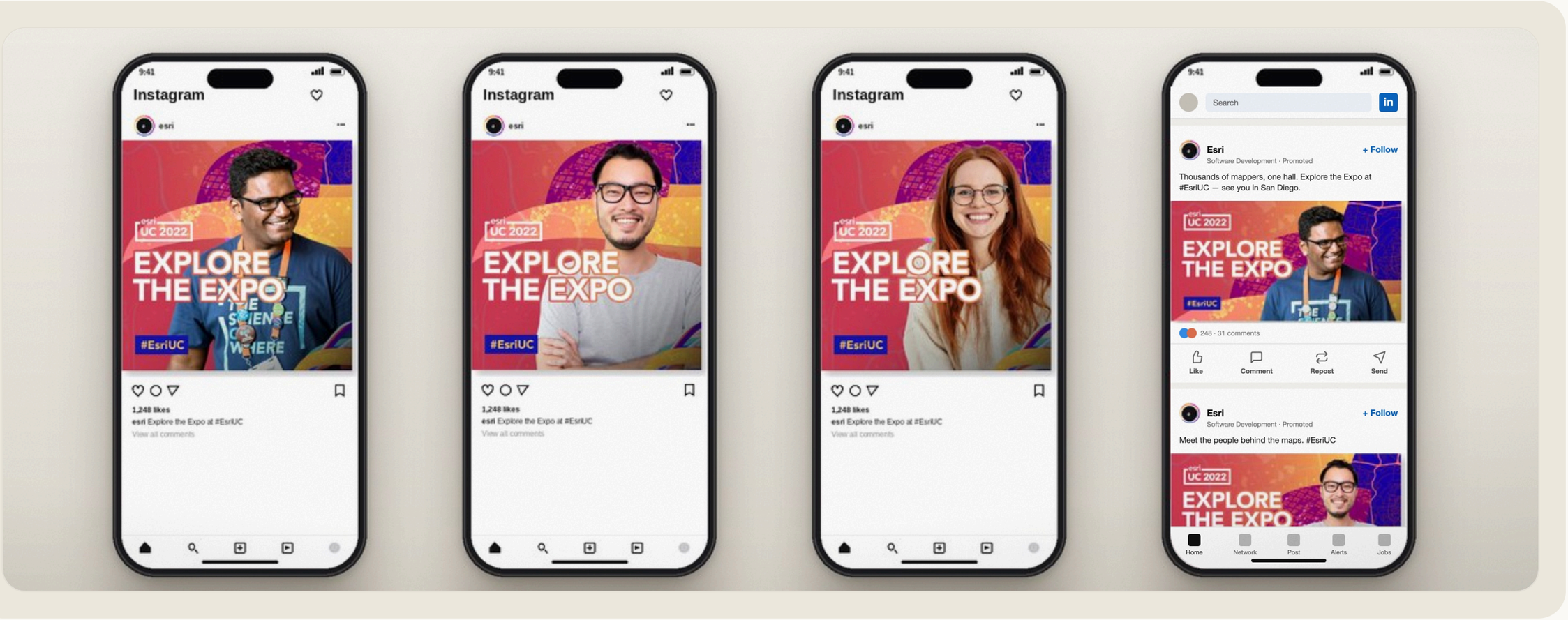




04.7

Explore the Expo

Instagram and LinkedIn posts for UC 2022 — square speaker cards and landscape feed posts.



04.8

Partner kiosks

Flex PVC inserts (39×95″) for partner kiosks in the expo hall.

● A



● B



● C



A — USDA — advancing scientific knowledge in agriculture.

B — NASA — the AFSI wildland fire science information hub.

C — URISA's GISCorps — volunteer mapping, one map at a time.

04.9

Asia Pacific

An illustrated desktop background for Esri’s Asia Pacific team.

A whole region in one flowing landscape.

Landmarks from across the region — the Sydney Opera House, a torii gate, the Taj Mahal, a junk boat — are tied together by rivers and ribbons of colour.

Hand-lettered script and Esri’s palette keep it on brand on every screen.

Desktop background



04.10

Airport operations

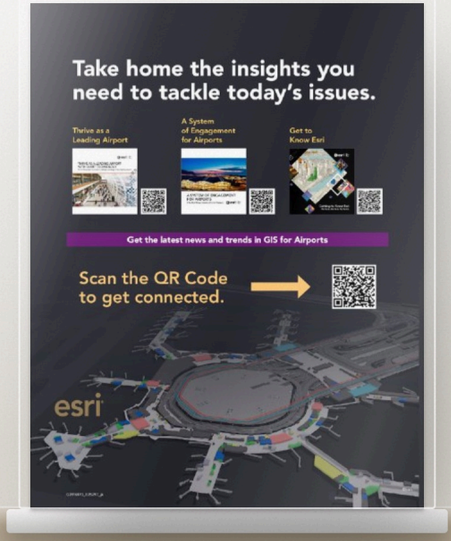
Safety and technologies — trade-show pieces for Esri's airport operations team.

A



A — Single rigid pop-up — 29×89″.

B



B — Tabletop easel — 8.5×11″, with a QR to the full story.

05

MOTION SOCIAL MEDIA

Vertical

A communications agency helping energy, infrastructure, technology and transportation companies transform the world through the power of communication.

CLIENT
Vertical, Incorporated

YEAR
2022

ROLE
Graphic design intern

SCOPE
Animated holiday card, social campaign

Vertical



05.1

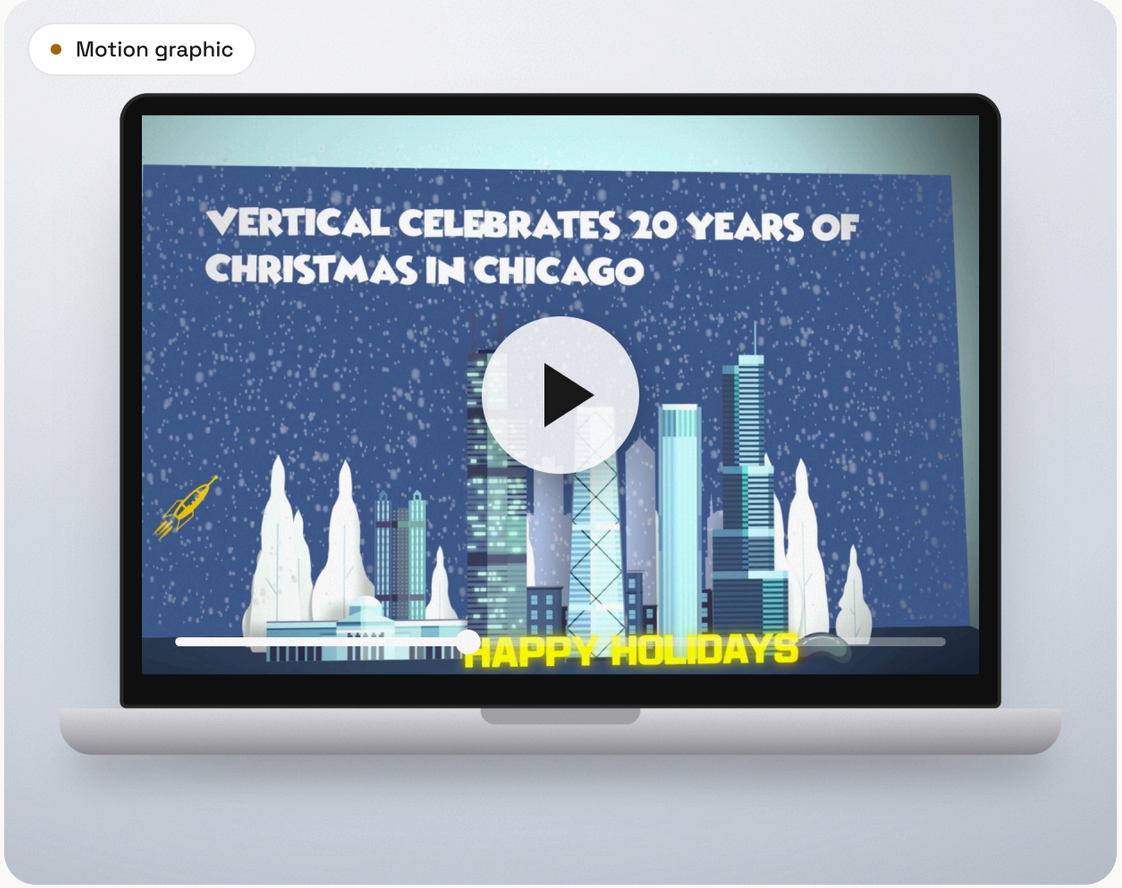
Holiday card 2022

An animated holiday card for the agency’s clients and partners.

Twenty years of Christmas in Chicago.

Vertical celebrated its 20th holiday season in Chicago. I animated the city skyline in snowfall, with the Vertical rocket flying through to “Happy Holidays.”

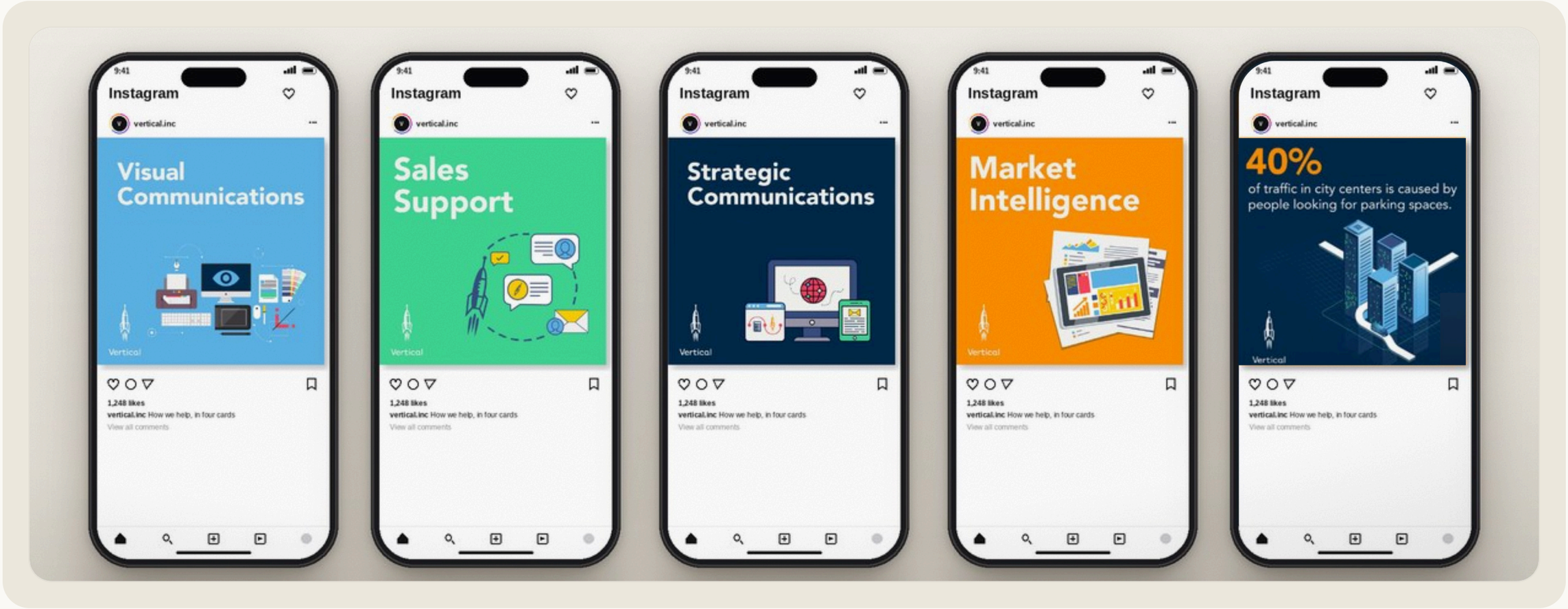
Built as a motion graphic for email and social.



05.2

Social media

Service cards and a stat post for Instagram — one icon style across the set.



06

PERFORMING ARTS PRINT OOH

Harris Theater

Chicago’s home for music and dance in Millennium Park. I designed season campaign pieces for its 22/23 dance programme.

CLIENT
Harris Theater for Music and Dance

YEAR
2022 — 23

ROLE
Graphic design intern

SCOPE
Postcards, magazine ads, city panels

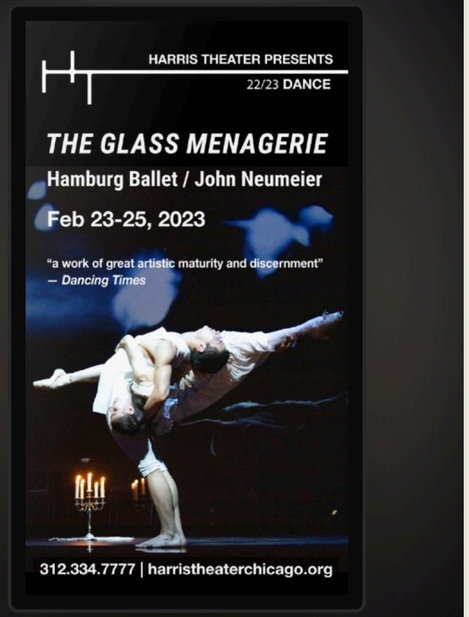


06.1

Hamburg Ballet

The Glass Menagerie by John Neumeier — a quiet, theatrical look built from a single spotlit figure.

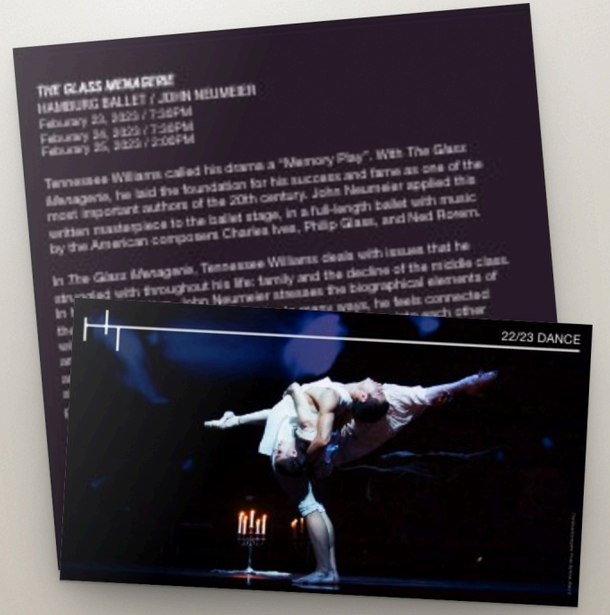
City panel



Modern Luxury magazine



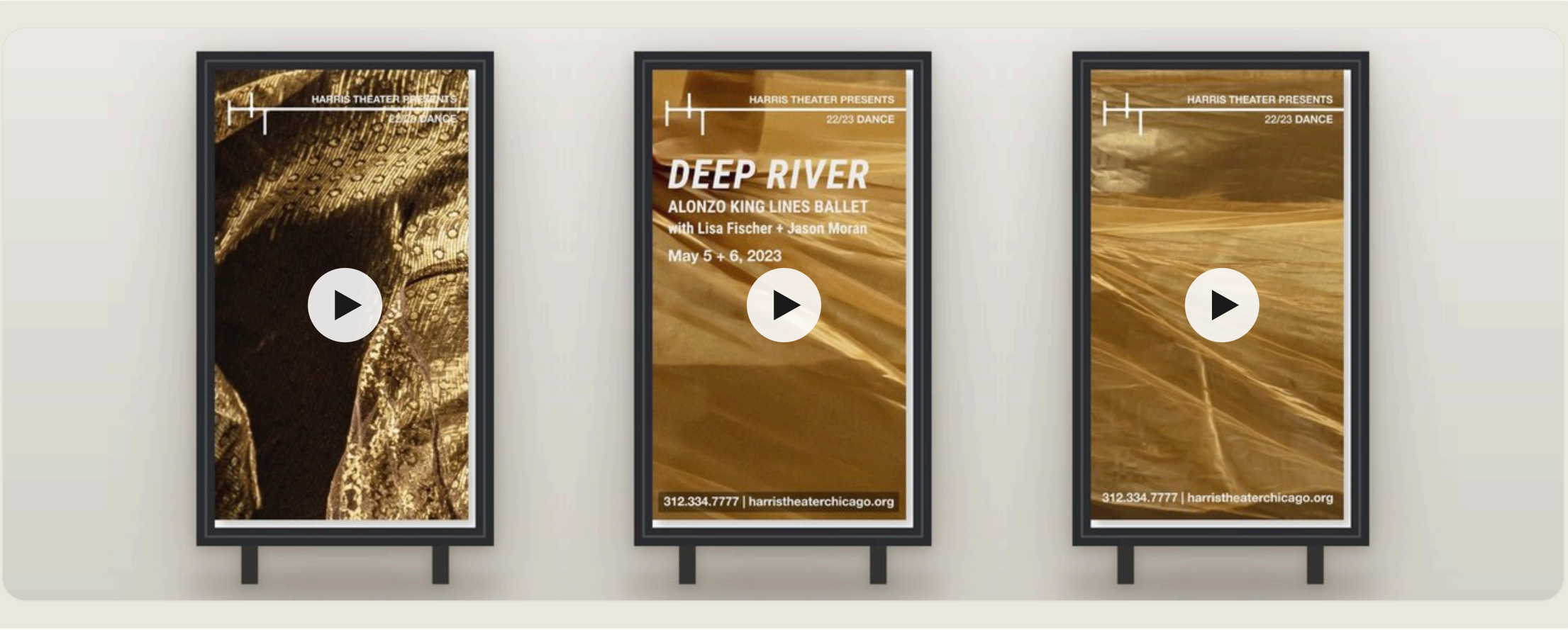
Postcard · front & back



06.2

Alonzo King LINES Ballet

City panels for *Deep River* — golden textures that echo the company's contemporary movement.



Thanks for looking.

Six teams, one approach: find the clear idea, then build a system that carries it everywhere — from a 95-inch kiosk to a 1080-pixel post.

01

Brand & campaign

Visual systems, typography and event identities built around one clear idea.

02

Editorial & print

Layout, art direction and illustration for brochures, posters, signage and cultural institutions.

03

Digital & motion

Social media, motion graphics and interface design for digital brand touchpoints.

Thanks for looking

Let’s build something real.

joo2hyun@gmail.com

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