

# minjung shin

818.903.4465 • minjung@minjunction.com

www.minjunction.com

## PROFESSIONAL EXPERIENCE

### Graphic Designer (2013 – Present)

Kretex International, Inc. - Moorpark, CA

- Create new marketing materials such as sell sheets, brand cards, posters, ads and media kits. Marketing and sales teams use these as effective tools to generate more business.
- Manage print projects and meet deadlines by working directly with vendors as the primary contact for the Creative Department. Streamline outsourced printing to be more organized and time efficient.
- Produce packaging projects from design to print production for products such as electronic cigarettes, refill liquids, hookah accessories, lighters, humidors, etc.

### Graphic Designer (2009 – Present)

Self-Employed - Northridge, CA

- Work with various clients directly on projects including brochures, flyers, catalogs, logos, ads, promotional items, presentations, apparel and signage.
- Wide range of clientele includes companies specializing in marketing, PR, fashion, custom vehicle wraps, pharmaceutical products and education.

### Creative Director (2011 – 2012)

EPT Design - Pasadena, CA

- Instituted stringent quality control processes. Graphics and branding became consistent across the company.
- Created materials for the company's 50th anniversary, which included a logo, T-shirt, and event invitation package. Resulted in increased awareness of company's 50th anniversary.
- Designed logo, brochures and presentation for The Living Campus Program, a program that helps universities create sustainable campuses. Generated interest in the program that led to opportunities to present to campuses such as UCLA.
- Updated and managed all website content.

### Graphic Designer (2008 - 2011)

The Los Angeles Film School/The Los Angeles Recording School - Hollywood, CA

- Developed marketing campaigns to increase exposure, including billboards in Hollywood, ads (print, web, and radio) and commercials for MTV and LA Weekly concerts. Resulted in a significant increase in leads.
- Generated fact sheets, ads, and other marketing collateral. Contributed to successful launch of a new Associate's degree program.
- Created a buzz campaign for online general education classes that increased positive response from students and registration to classes.
- Designed postcard invitations and ads for the monthly Open House for prospective students. Led to increase of guest attendance by 50% from previous year.
- Produced newsletters, posters, and slideshow for digital signage around campus. Improved communication with students regarding school events and other internal news.

## SKILLS

- Mac OS and Microsoft Windows
- Adobe Creative Suite: Illustrator, Photoshop, InDesign, Dreamweaver, Flash, After Effects
- Microsoft Office: Word, Excel, PowerPoint, Publisher
- HTML, JavaScript, CSS
- Final Cut Pro
- Quark Xpress
- Corel Draw

## VOLUNTEER EXPERIENCE

### Art Therapy Volunteer (2012)

Kaiser Permanente Woodland Hills Medical Center - Woodland Hills, CA

- Visited patients with a various mediums such as water colors, colored pencils, clay, etc. Illustrated any special requests and kept them company.

### President (2005-2007)

The Red Cross Organization - Long Beach, CA

- Organized community service activities including blood drives, toy drives, visits to convalescent homes and club fundraisers.
- Lead weekly meetings to inform members of future events.

## EDUCATION

California State University, Long Beach | 2003-2007

Bachelor of Arts, Graphic Design