

Yebin Han

 yebinhan.com

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A multimedia designer interested in experiential design, AR/VR, creative technologies, Artificial Intelligence, and 3D design.

EXPERIENCE

Under Armour June 2023–Aug 2023
Brand Creative, Omni Channel Intern Remote

- Introduced an in-store experience targeting a 16-20-year-old style-conscious, female consumer with consideration of Brand, product, and trend-driven territories
- Executed cross-channel touch points of the consumer journey including social posts, a window presentation, and interactive retail experiences
- Presented market research, creative approach, and 3D visualization to departmental leaders and peers

JJ Perfection Inc Feb 2021–Aug 2022
Fashion Designer Los Angeles, CA

- Responsible for new lines centered around the needs and wants of the branded lines
- Directed seasonal photoshoots from concept to edit
- Responsible for art direction and multiple projects
- Created brand identity of private labels from apparel to graphic designs for e-commerce and marketing

Under Armour June 2022–Aug 2022
Product, Design Intern Remote

- Developed a new concept of VR sports
- Designed an interactive environment in virtual reality
- Created an apparel line tailored to VR sports across digital and physical touchpoints
- Collaborated with Virtual Material and Run Apparel Team

Protrend Ltd July 2018–June 2020
Assistant/Associate Designer Los Angeles, CA

- Created illustration sketches and CAD graphics for visual presentation for buyers and clients
- Responsible for fabrics and materials development based on the concept and trend with brand guidelines
- Worked with brands to align with brand stories and target audience

Youngone Corporation May 2017–June 2018
Production Manager Seoul, S. Korea

- Worked for The North Face and KUHLL responsible for developing materials to manage bulk production
- Managed international production teams and manufacturers targeting shipping dates in a timely manner

EDUCATION

Pratt Institute Aug 2021–June 2023
MFA, Digital Arts, Interactive Arts New York, USA

Sookmyung W's University Mar 2013–Aug 2017
BS, Clothing & Textiles Seoul, S. Korea

Griffith College Dublin Jan 2015–Jan 2016
Student Exchange Program Dublin, Ireland

SKILLS

Interactive, Real-Time Prototyping
Unreal Engine, Arduino, Unity, AR software, Javascript, React.js, TouchDesigner

Digital Prototyping
Blender, Houdini FX, ZBrush, Clo3D, 3D Printing

Design Tools
Adobe Illustrator, Photoshop, InDesign, Dimension, After Effects, Premiere Pro, Substance 3D Painter

Studio Skills
Branding system, Experiential design, Visual design
Fashion design

HONORS/EXHIBITIONS

Digital Experience Exhibition 'You and I'
2023 at The MoDE NYC

- Interactive installation addressing biases in AI
- Connect audiences, promoting a sense of diversity

Michael J. O'Rourke Scholarship
2022 Pratt Digital Arts

- Award by Professor Emeritus Michael J. O'Rourke
- Recognized outstanding work