

Gawon LEE

Contact

+33 7 68 81 09 60

Email

gawon.xyz@gmail.com

Portfolio

www.gawon.xyz

Tools

Adobe Suite

Figma

Sketch

Languages

Korean

English

French

Education

03.2017-02.2023

Hongik University ^{Korea}
College of Design and Art,
Digital Media Design
BFA (GPA 4.10/4.5)

01.2020-01.2021

ECV Paris ^{France}
Exchange Program in Graphic Design
Program in French

Exhibitions

11.2023

Unlimited Edition 15 ^{Korea}
Yourmind / Buk-Seoul Museum of Art

10.2023

Dutch Design Week '23 ^{Netherlands}
Dutch Design Foundation

12.2020-02.2021

Contactless ^{Korea}
Korean Society of Typography

Press

11.2023

Cockroach grinders and powdered bananas: Beautiful food posters from the dystopian supermarket of the future,
Fast Company

03.2023

"Design Magazine CA #267(2023.3-4)",
CA BOOKS

04.2022

How experimentation led to new creative possibilities in our New World sessions,
It's Nice That

01.2021

"Design Magazine CA #254 Contactless",
CA BOOKS

04.2021

How creativity has helped us connect with a global community,
It's Nice That

Experience

01.2022-

Yousign ^{France}
Permanent, Brand Designer

- Collaborated with performance marketing and B2B marketing team as a point of contact (Display ads campaign, SMA, Before & After campaign, Growth outbound campaign materials).

- Designed from visual assets to web pages while working closely with Brand and communication team including international market (Blog illustrations, Infographics, Social media contents).

- Developed an internal template tool on Figma to facilitate collaboration with more efficiency.

- Designed Yousign's Employer brand (Ideation to execution)

07.2021-12.2021

Yousign ^{France}
Contract, Full-stack Designer

- After my internship, I had a fixed-term contract with the brand and product team, where I worked on new app features, blog illustrations, social media visuals, and a new launch's visual identity.

01.2021-06.2021

Yousign ^{France}
Internship, Junior Designer

- Tackled multiple design projects, including new web pages, a fresh visual identity for a plan, social media graphics, and UX/UI improvements for the app and API.

05.2019-11.2019

Gentlepie ^{Korea}
Internship/freelance, Designer

- Image editing and participation in case studies and writing key phrases for AI chatbot.

08.2018-12.2018

Samsung + Hongik Univ. ^{Korea}
Co-op Project, PM/Researcher

- Project schedule and budget management, research on fun-engaging contents for GenZ, conducting user interviews and tests.

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Téléphone

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Courriel

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Portfolio

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Informatique

Adobe Suite

Figma

Sketch

Langues

Coréen

Anglais

Français

Formations

03.2017-02.2023

Hongik University Corée du sud

**College of Design and Art,
Digital Media Design**

BFA (GPA 4.10/4.5)

01.2020-01.2021

ECV Paris France

**Programme d'échange L3 > M1,
Design Graphique**

Formation en français

Expositions

11.2023

Unlimited Edition 15 Corée du sud

Yourmind / Buk-Seoul Museum of Art

10.2023

Dutch Design Week '23 Pays-bas

Dutch Design Foundation

12.2020-02.2021

Contactless Corée du sud

Korean Society of Typography

Presse

11.2023

**Cockroach grinders and powdered
bananas: Beautiful food posters from the
dystopian supermarket of the future,
Fast Company**

03.2023

**"Design Magazine CA #267(2023.3-4)",
CA BOOKS**

04.2022

**How experimentation led to new creative
possibilities in our New World sessions,
It's Nice That**

01.2021

**"Design Magazine CA #254 Contactless",
CA BOOKS**

04.2021

**How creativity has helped us connect
with a global community,
It's Nice That**

Expériences

01.2022-

Yousign France

CDI, Brand Designer

- Collaboration avec l'équipe performance marketing et B2B en tant que l'interlocuteur (campagne Display ads, SMA, campagne Before & After, campagne Growth outbound).

- Conception des assets tels que des pages web, en collaboration avec l'équipe brand & communication, y compris sur le marché international (illustrations de blogs, infographies, réseaux sociaux).

- Développement d'un outil de template interne sur Figma pour faciliter la collaboration avec plus d'efficacité.

- Conception de la marque employeur de Yousign (de l'idée à l'exécution)

07.2021-12.2021

Yousign France

CDD, Full-stack Designer

- Design pour des nouvelles fonctionnalités de l'app, des illustrations de blog, des visuels pour les réseaux sociaux et une identité visuelle pour le nouveau lancement.

01.2021-06.2021

Yousign France

Stage, Junior Designer

- Conception des nouvelles pages web, l'identité visuelle d'un nouveau plan et des supports graphiques pour les réseaux sociaux tout en travaillant pour l'UX/UI dans l'app et l'API.

05.2019-11.2019

Gentlepie Corée du sud

Stage/Freelance, Designer

- Montage d'images et participation aux usecases et à la rédaction de phrases clés pour l'IA.

08.2018-12.2018

Samsung + Hongik Univ. Corée du sud

Projet Co-op, PM/Researcher

- Gestion du calendrier, gestion du budget, recherche de contenus amusants pour la génération Z, entretiens/tests utilisateurs.