

William (Wonjae) You

Graphic Designer · Brand Designer

wjyou.business@outlook.com · 778-828-1803 · Vancouver, BC · [linkedin.com/in/williamyou](https://www.linkedin.com/in/williamyou) · 1ju.design

PROFESSIONAL SUMMARY

Graphic and Brand Designer with 3 years of experience building cohesive visual identities, marketing systems, and digital assets across hospitality, tech, and construction. Takes brands from concept to execution: visual identity, brand guidelines, print production, and digital campaigns. Fluent in English and Korean with hands-on experience producing bilingual campaigns for multicultural markets. Integrates AI tools including Midjourney, ChatGPT, and Figma AI into conceiving and visual production workflows.

CORE SKILLS

Brand & Visual: Brand Identity · Design Systems · Brand Guidelines · Visual Hierarchy · Typography & Layout · Logo Design · Character Design · Art Direction

Graphic Design: Print & Digital · Marketing Collateral · Social Media Assets · Campaign Design · Bilingual Design · Print Production · CMYK & Press-Ready Files · Motion Graphics

Tools: Adobe Illustrator · Photoshop · InDesign · Figma · Keyshot · Blender · Webflow · Midjourney · ChatGPT · Figma AI

WORK EXPERIENCE

Freelance Web & Brand Designer · Independent

Jan 2026 – Present

Vancouver, BC

- Designed and built the full brand identity and website for ATMOS Environmental, a Vancouver demolition company, in Webflow, targeting homeowners and contracting partners as dual audiences.
- Delivered pixel-perfect responsive layouts, SEO configuration, schema markup, and a custom before/after hero slider from concept through launch.

Character Designer · Koish Sports

May – Oct 2025

Shenzhen, China · Remote Contract

- Designed two mascot characters and a full animated sticker pack for WeChat, expanding the brand's social media presence across Chinese digital platforms.
- Developed the KOISH V2 pickleball paddle concept including competitor research, shape exploration, graphics development, 3D modeling, and photorealistic rendering.

Brand Designer · V+ Club Karaoke

Feb – May 2025

Richmond, BC

- Revitalized end-to-end brand identity across digital and physical touchpoints, driving a 35% increase in social media engagement.
- Designed bilingual English and Chinese menus and produced full marketing campaigns including posters, banners, and digital graphics, boosting foot traffic by 25%.
- Prepared and supplied press-ready CMYK files to printer specifications, ensuring accurate color output across all physical materials.

Brand Designer · ENK Construction Corp

Aug – Oct 2024

Richmond, BC · Contract

- Redesigned client-facing document templates and standardized corporate visual identity across B2B and B2C materials, reducing admin turnaround by 30%.
- Produced optimized print layouts for internal safety documentation, cutting paper usage by 20% and reducing on-site miscommunication.

Brand & Product Designer · Pineapple Lab

Sep 2022 – Dec 2023

Vancouver, BC · Early-stage e-commerce startup, custom keyboards

- Built the brand from scratch: logo, color palette, typography, and brand guidelines, positioning the company as accessible and community-forward within the custom keyboard market.
- Designed a full e-commerce web experience including homepage, product catalogue, and 3D interactive customization UI with photorealistic product renders.
- Conducted market research and stakeholder workshops to ground brand decisions in user needs and competitive differentiation.

PROJECTS

375SQFT · Academic · Brand, Layout & Editorial Design

Oct – Dec 2022

- Led brand design for a 5-person collaborative project creating an interior design magazine for small-space living in Metro Vancouver.
- Designed magazine spreads, advertisement layouts, business cards, and web mockups as a cohesive brand system across print and digital touchpoints.

EDUCATION & CREDENTIALS

B.A. Interactive Arts & Technology · Simon Fraser University, Burnaby, BC · June 2023

Google UX Design Certificate · Google · Oct 2024

Web Developer Bootcamp · Udemy · Sep 2024

Languages: English (Fluent) · Korean (Fluent)