

Jin Hyun

Seattle, WA | 425.877.9428 | Jinwoo.hyun92@gmail.com
<https://www.linkedin.com/in/jwhyun92/> | Portfolio: jwhyun.com

WORK EXPERIENCE

Microsoft

Redmond, WA

Graphic Designer IV

March 2024 - Present

- Partner with CVPs, PMs, engineers, and marketing teams to develop compelling visual narratives that communicate product vision and strategy, contributing to a 40% increase in stakeholder alignment.
- Collaborated with a diverse product team within Dataverse, including senior leadership, to create over 70 communication assets that effectively conveyed product vision to 200+ stakeholders, enhancing understanding and alignment
- Developed over 70 communication assets and 20+ high-impact presentation decks, driving a 30% increase in stakeholder engagement and product adoption.
- Leverage visual design, animation, research, and storytelling to shape narratives that align with brand messaging and influence key stakeholders, including product teams, customers, industry analysts, and external partners.
- Created and refined visual brand guidelines, standardizing design elements and increasing brand consistency across all product communications by 50%.
- Applied insights from user research and usability testing, leading to a 20% improvement in design effectiveness and user engagement
- Designed product UI mockups and video content that improved user comprehension by 35%, directly supporting marketing efforts and driving adoption rates

eBay

Bellevue, WA

Graphic & UX Designer

March 2023 - March 2024

- Strategized and developed eBay's brand identity, incorporating iconography and typography, leading the rebrand of the internal employee website using Adobe Creative Suite and Figma
- Redesigned over 35 internal website pages, enhancing aesthetics and functionality with Sketch and Figma, achieving a 43% increase in website visitation through wireframing, prototyping, and usability testing
- Led a team of 3, including a Content Manager, Developer, and Senior Manager, in a collaborative design process that improved page visitation and retention resulting in significantly boosting user engagement
- Partnered cross-functionally with developers, aligning design with eBay's brand strategy and guidelines using Figma, which expedited project timelines by 52% from inception to completion
- Led the integration of over 35 new motion graphics on eBay's internal website using After Effects, which enhanced user interaction and retention by over 61%
- Created wireframes, prototypes, and high-fidelity UI designs using Figma and Sketch, resulting in a 43% increase in website visitation.
- Established and maintained a scalable Design System to ensure consistency across all digital experiences, streamlining design workflows and improving efficiency.

T-mobile

Bellevue, WA

Graphic Designer III

May 2022 - March 2023

- Created graphics pipeline system to optimize the design workflow for T-Mobile commercials and 300+ distributors nationwide using Adobe Creative Cloud and automation tools, reducing production costs by \$75K quarterly
- Fostered collaboration among a 14-member cross-functional team within T-Studios (Creative, Marketing, Production), utilizing agile methodologies and project management tools like Asana to expedite design delivery by 30%
- Conducted rigorous quality control reviews of design solutions, aligning with senior leadership's expectations and leveraging design critique sessions, which bolstered stakeholder satisfaction to over 95%
- Produced and delivered 60+ physical and digital marketing materials, including social media posts, TV media ads, and print/digital flyers for T-Mobile partners, using tools like Photoshop, Illustrator, and InDesign to maintain brand consistency across all platforms

Microsoft

Redmond, WA

Graphic Designer II

February 2022 - May 2022

- Crafted 50+ marketing materials using Figma, Photoshop, and Adobe Illustrator, elevating campaign visuals and driving a 40% surge in engagement alongside a 25% increase in conversion rates
- Established comprehensive brand guidelines using Adobe Suite, standardizing graphic design practices across marketing channels, which amplified brand recognition by 20%
- Led design review sessions with the senior leadership team, leveraging critical feedback to align project objectives and enhance efficiency, culminating in a 20% improvement in the on-time delivery of design projects

New Life Fellowship

Bothell, WA

Creative Director

September 2016 - February 2022

- Directed a 60-member cross-functional team across Creative, Broadcast, and Production departments, optimizing project workflows to achieve a 22% improvement in completion timelines through strategic planning and agile methodologies
- Led the creation and execution of typography, videography, and digital graphics projects, ensuring an average project satisfaction rate of 95% by overseeing all phases from concept to delivery using Adobe Creative Suite and Final Cut Pro
- Generated content with a global reach of over 1,500+ viewers, producing compelling website, social media, print, and video materials, including video editing, that expanded audience engagement and visibility
- Elevated brand visibility, defining a cohesive branding strategy that increased social media organic engagement by over 200%, utilizing insights from social media platforms and SEO tools to refine content strategy

EDUCATION

Southwestern College

Fort Worth, Texas

Bachelor of Arts in Humanities

SKILLS

Skills: Graphic Design, Video Editing, Illustration, Typography, Production Design, Motion Graphics, Wireframing, Microsoft Excel, Microsoft Word, PowerPoint, Slack, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, Sketch, Web XD, Mac OS

Languages: Fluent in English and Korean