

soonbin an

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soonbinan.com

Blending creative insight with technical understanding, I contribute to projects by focusing on user engagement and functional efficiency. My journey has shaped me into a versatile generalist, ready to add value in dynamic roles.

Education

UCLA Extension 2018 - 2019
Applications Programming Certification

Academy of Art University 2014 - 2016
Master of Fine Art, Advertising

UCLA 2011 - 2013
Bachelor of Art, Art History

Skills

Tools

Figma, Sketch, Adobe XD, InVision, InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Blender, Webflow, Canva, Github, Docker, SIEM Tools, Wireshark

Development

Basic level : JavaScript (React, AR.js, A-Frame), Python, Solidity, ARKit, Tailwind CSS, Linux, SQL, Rust

Certifications

CompTIA Security + CE

Certification earned at April 5, 2024

Google Cybersecurity by Google on Coursera

Certificate earned at February 1, 2024

Work Experience

RaidGuild DAO

Creative

Sep 2022 - Present

- Spearheaded the design and development of a privacy-centric platform for Near Protocol, incorporating Gnosis Safe to boost security and user experience.
- Integrated privacy principles with technical and design goals using Figma, enhancing collaboration and efficiency in creating secure, user-focused solutions.
- Crafted intuitive and engaging user interfaces in Figma, recognized for elevating the user experience and fostering user engagement.
- Leveraged basic front-end development skills to translate design visions into reality, ensuring the final product faithfully represented the original concept.

ConsenSys

Designer

Sep 2021 - Nov 2022

- Played a pivotal role in the Marketing team, driving the enhancement of digital and physical brand engagements through strategic design initiatives.
- Involved in ideation and design of marketing assets for various campaigns, including the Ethereum Merge and other significant events.
- Created innovative marketing materials, such as NFTs and POAPs, contributing to a vibrant community engagement and enhancing brand presence.
- Demystified complex blockchain concepts through clear and impactful design strategies, significantly improving audience comprehension and engagement.

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Art Director Freelance

Sep 2017 - Present

Clients: Amazon Alexa, French's, MedExpress, Fulton County, Blind App, Yonex, T5 Data Center

- Directed comprehensive campaigns for high-profile clients including Amazon Alexa and Yonex, consistently exceeding client expectations and objectives.
- Developed and implemented branding systems and event designs that were tailored to meet specific client needs, ensuring high satisfaction and repeat business.
- Ensured timely delivery of projects through effective collaboration with developers and creative directors, enhancing overall project success and client trust.