





안녕하세요 .

Hello, I am Sujin (Sue); a South Korean designer who graduated a Bachelor of Communication Design at Billy Blue, Melbourne.

As a young child I was obsessed with pen and paper – I loved drawing and making things with hand and loved going to the galleries and museums. At eighteen, I graduated high school in Korea and flew to Melbourne to experience new cultures and explore my vision in the arts. Without language skills, I landed in an entirely new world – Australia. It was not easy to begin with, but with my passion for learning new cultures, as well as my integrity and resilience, I was able to form strong networks and establish a wonderful home in Melbourne.

I am committed to stable values such as honesty and loyalty, and I please people by being reliable. Working in the hospitality industry for over a decade, I have had many positions of high responsibility. These positions have allowed me to develop strong interpersonal skills, and connections with colleagues who now stay in contact as good friends.

Education

Billy Blue College of Design
at Torrens University
Bachelor of Communication Design. 2020

LaTrobe College
Diploma of Visual Art and Design. 2018

LaTrobe College
Diploma of Graphic Design. 2017

Martin College
Certificate IV in Design. 2016

Languages

Korean  (Fluent Written and Spoken)

English  (Fluent Written and Spoken)

Software Skills

Photoshop  After Effects 

Illustrator  Premier Pro 

Indesign  XD 

Creative Field

Brand Identity	Packaging
Communication	Illustration
Brand Strategy	Video Editing
Creativity	Typography
Problem Solving	Photography

Experience

Corner Piece Picture (Graphic Design Internship)

October 2017 - July 2018
(Reference Letter Available)

The job included researching and collecting images to create social media contents for their feature film.

Mamé Cocoa (Brand Identity)

July 2019 - September 2019
(Reference Available)

The role is to create an authentic brand solution for hand-crafted chocolate business; Mamé Cocoa. The job included researching, logo design, storytelling and packaging design.

MYER Department (Hospitality)

October 2019 - Present

The job includes customer service, organisational skills and team management in a very fast faced professional environment. Working in Myer's city store has given me a good understanding of the policies and procedures of large department stores.

Salon Wooah (Brand Identity)

2020

Salon Wooah is a hair salon located in Korea. Their aim in redesigning their brand was to incorporate colour, playfulness and personality to reflect their business model. The role is included brand identity, concept creation, and social media content creates and design prints materials.

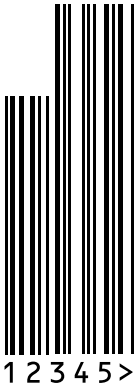
Contact Details

Email	sue.zniiii@gmail.com
Phone	0452 375 365
Social Media	@sue.zniiii

Publication Bookcover Design

Designing a book cover for The *Bourne Identity* was one of my first-year school assignments. This book cover is created with multiple figures that hide the book title within the design. The book cover attempts to give responsibility to the reader to find the words themselves.





IT IS THE FIRST NOVEL OF THE ORIGINAL BOURNE TRILOGY, WHICH ALSO INCLUDES THE BOURNE SUPREMACY AND THE BOURNE ULTIMATUM.

THE BOURNE IDENTITY IS A 1980 SPY FICTION THRILLER BY ROBERT LUDLUM THAT TELLS THE STORY OF JASON BOURNE, A MAN WITH REMARKABLE SURVIVAL ABILITIES WHO SUFFERS FROM RETROGRADE AMNESIA, AND WHO MUST SEEK TO DISCOVER HIS TRUE IDENTITY.

\$13.99 US
\$10.99 CAN
\$14.99 AUS
WWW.PENGUIN.COM.AU
ISBN 978-141-04942-7



THE BOURNE IDENTITY



ROBERT
LUDLUM

UX / UI Application Design

Essentialist is an application provides suppliers to users who need authentic ingredient around Melbourne for their special home food. Our service is food-focused and we are encouraging people to experience a different culture and support international students. We are establishing a new platform to communicate with international people.

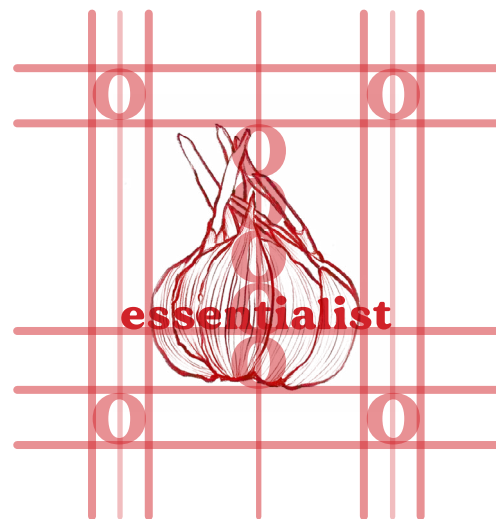




Logo Clearspace

What is the essential food ingredient regardless of nationality?

Garlic is one of the most common ingredients in all kinds of cooking. It's an important flavour for many types of cuisine, and a relatable symbol. As this branding is related to the food industry, the logo evokes an organic atmosphere by featuring a hand drawn head of garlic.



Colour Palette



C/M/Y/K R/G/B
15/100/100/0 210/35/42
#d2232a

*According to colour psychology: **red** is known to motivate, excite and relates closely to passion and energy. Red is the most common and effective colour used in the food industry.*

Typeface

MADE Dillan :

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

Work Sans_Medium :

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

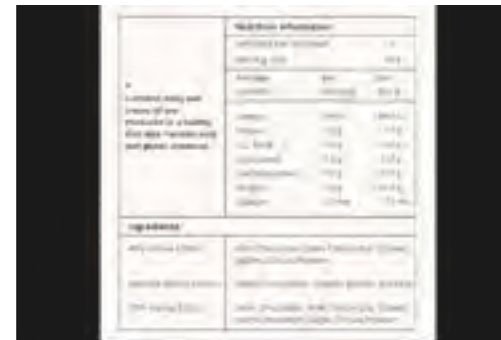


Branding Packaging Design

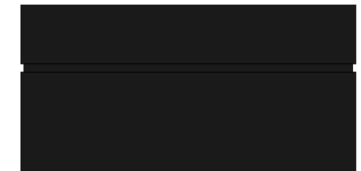
Mamé Cocoa pays tribute to Japan's Nama chocolate originally from Hokkaido in Japan, producing the best milk in the country. The brand identity evokes traditional, homemade fresh with sophisticated texture.

Handmade, designed and packaged in Melbourne, Mamé Cocoa is the perfect artisanal gift for a loved one, or a special treat for yourself.

bottom / Back



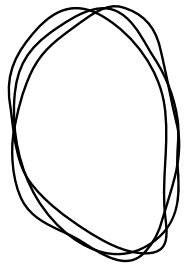
Side



Top / Front



Side



まめここ

Mamé Cocoa

Secondary Logos

Mamé Cocoa brand identity.

With the aim of showing traditional and sophistication, we choose Japanese typeface that contained conventional and modern appearance—use of line drawing of each ingredient to translate the flavour effectively.



まめここ

Mamé Cocoa



まめここ

Mamé Cocoa



まめここ

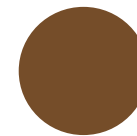
Mamé Cocoa



まめここ

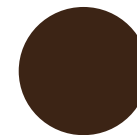
Mamé Cocoa

Colour Palette



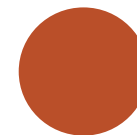
C/M/Y/K
40/65/90/35
#754c29

R/G/B
117/76/41



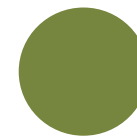
C/M/Y/K
50/70/80/70
#3c2415

R/G/B
60/36/21



C/M/Y/K
20/80/98/9
#ba4f29

R/G/B
186/79/41



C/M/Y/K
56/36/94/12
#76863e

R/G/B
118/134/62

Typeface

PCMyungjo:

まめここ

Work Sans_Light :

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z



まめここ

Mamé Cocoa

41% / Green Tea / 70%

78pcs (112g)



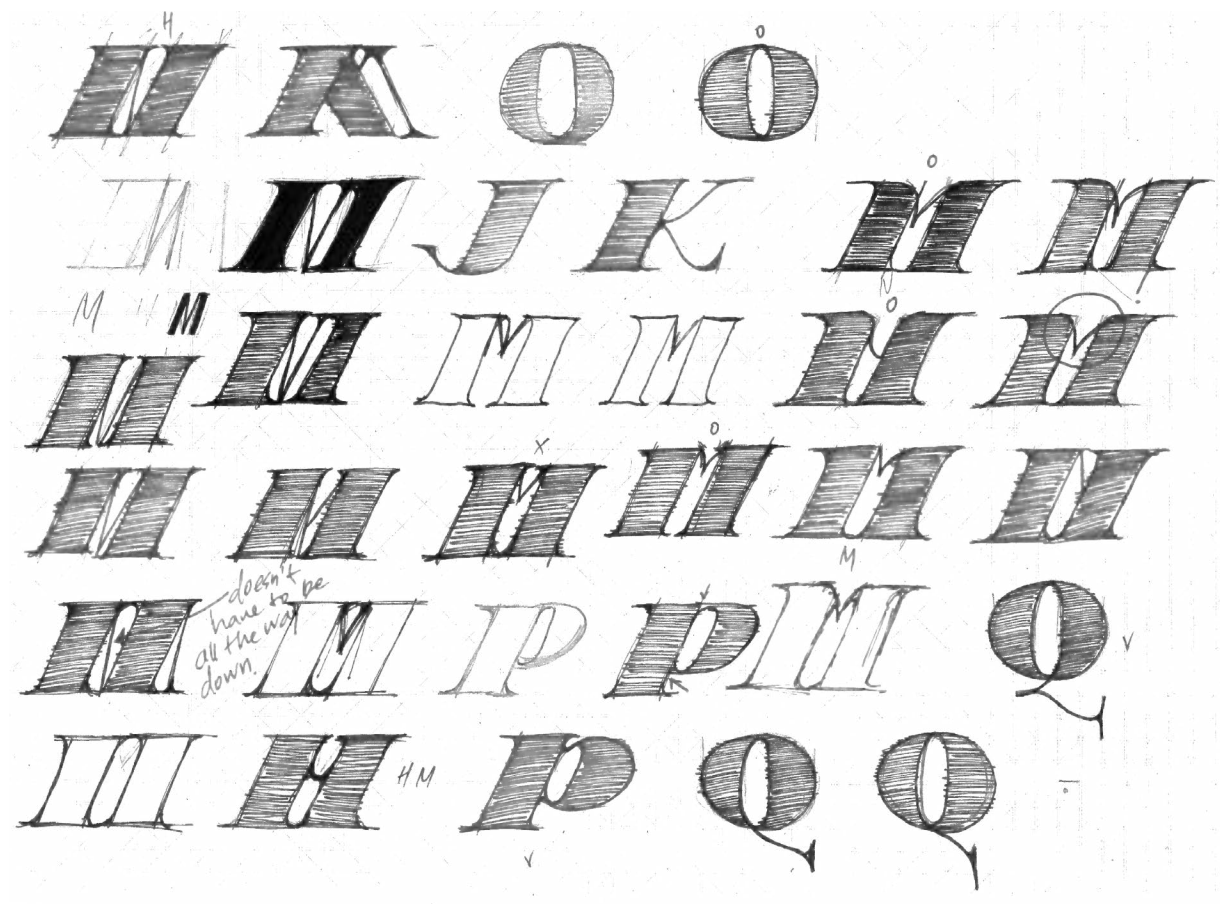
Typeface

Type Generation

The typeface named **AHAN** is from 'Uahan' means 'Elegant' in Korean. Ahan Typeface inspired by the neoclassical and modern serifs that beautiful contrast between thick and thin stroke.

This typeface is This font is perfect for branding and posters, packaging design and so more.

AHAN



A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z

AHAN

Shapes

// — •

AHAN Numeral

01234
56789

AHAN Punctuation

“ ” „ ; ! ? & #
¢ % : „ | • -

Kerning

“HELLO”

“HELLO”



Motion

Short story
film, editing

'The Stranger' is a short film about my story as an international living in Melbourne. I am meeting a variety of people from everywhere, learning from each other; this is one of the most beautiful things I like about Melbourne.



<https://vimeo.com/337083773>

Major Project

Personal Branding

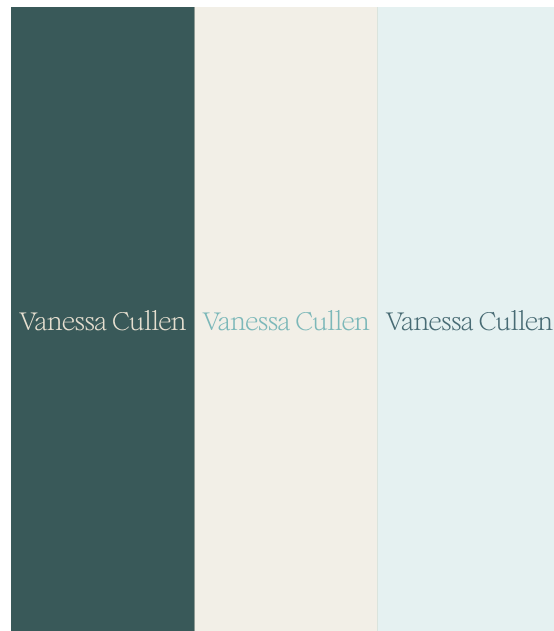
The project is to create a strategy, strong personal brand for **Vanessa Cullen** to promote her services as a thought-leader, strategist, speaker, advisor, mentor and facilitator. It needs to be aligned to the brand of her business, **Forward Thinking Design**, as she provides her services via the business.







Vanessa Cullen

Colour Variations

Vanessa Cullen is an Australian business strategist, speaker, and leader of the most awarded architectural design and interior architecture firm **Forward Thinking Design** that she founded for the ethical reason for good for the world. She has over 20 years of industry experience leading small businesses successfully across Australia.



Colour Palette

	C/M/Y/K 52/12/27/0 #7cb7b9	R/G/B 124/183/185
	C/M/Y/K 52/12/27/0 #7cb7b9 Opacity:30%	R/G/B 124/183/185
	C/M/Y/K 75/47/45/16 #486b74	R/G/B 72/107/116
	C/M/Y/K 9/9/17/0 #e6dfd0	R/G/B 230/107/116

According to colour psychology:
Turquoise is a colour that communicates compassion. It shows the brand can be trusted and has a calming effect.

Typeface

Romie_Regular :

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

Work Sans_Regular :

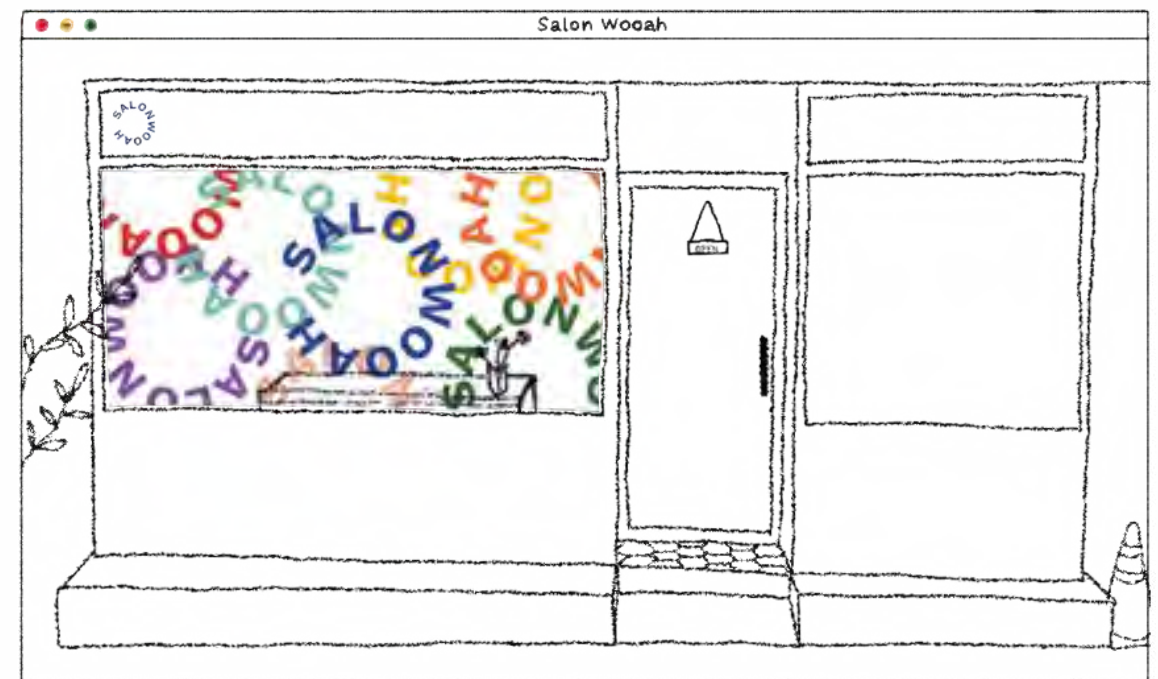
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

Branding

Brand Identity

Salon Wooah is a successful hair salon in Sungsoo-dong; an old neighbourhood in central Seoul. Salon Wooah is the second branch of Salon Hubba, known for dynamic hair colour and styling work. Salon Wooah initially presented their brand as simple and clean, with a focus on sophistication.

Their aim in redesigning their brand was to incorporate colour, playfulness and personality to reflect their business model and to represent their creativity, passion and skills in hair design.





Colour Variations

In the brand identity process, the focus was to extend their brand colours, representing Salson Wooah's magical colouring works and bold graphics to evoke accessible communication within a fun and friendly environment.



Colour Palette



Typeface

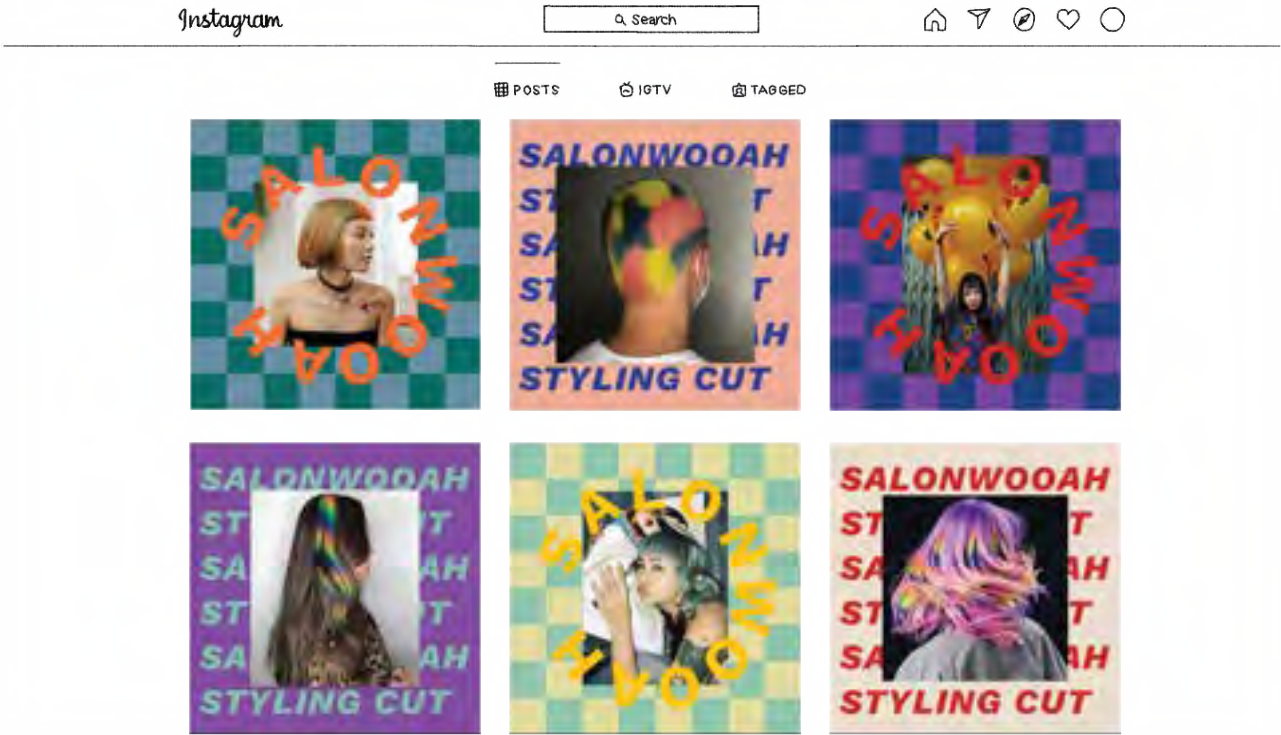
Work Sans_bold :

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0

SALOON
HAWAII



Photography

Sonia

So.Se Studio creates concrete artwork by French architect-designer **Sonia Semar**. The product photoshoot was her collection Volcano in 2019.



감사합니다.
Thank you.