2020

YEON SANG YOON

ART DIRECTOR & DESIGNER

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ABOUT ME

Yeon is multidisciplinary Art Director / Designer / Creative / Entrepreneur.

Yeon believes in the power of ideas — not just to sell something — but to help brands deliver unforgettable experiences and stories. He's developed a unique perspective on living, studying, and working across continents and cultures.

Yeon is always looking for purpose-driven ideas that can live in both the digital and physical worlds. And always seeking a way to use technology in different ways.

His endless curiosity makes him a doer, a pioneer, and a challenger. He taught students from SVA as an Associate Instructor, once founded an interactive retail service company, started his own Youtube Channel to share knowledge with people, and even started a Non-Profit company to make changes in the world.

EDUCATION

School of Visual Arts
BFA Advertising & Design
2013 - 2017

AWARDS

2017
Cannes Future Lions — Winner
Cannes Future Lions — Finalist
One Show / Young Ones — Gold
One Show / Young Ones — Merit x 2
Clio Awards — Bronze
D&AD / New Blood — Silver
New York Festival Award — Bronze
Creativvity International Awards — Platinum x 2
Creativvity International Awards — Silver
Creativvity International Awards — Bronze
Addy Awards — Silver x 3
Communication Arts — Shortlist x 2
Ad Stars International Awards — Bronze
Ad Stars International Awards — Crystal x3
Ad Stars International Awards — Finalist x 16
2016
One Show / Young Ones — Merit x2
Young Shits Awards — Silver

EXPERIENCE

Grey West | Art Director & Designer
2019 May — Present
Clients: Amazon Photos | Amazon Web Service | Hasbro | University of California

Signs For A Cause | Founder / Art Director
2020 Nov — Present
Yeon created the first-ever image library platform solely for protesting. Yeon came up with the concept, developed a branding, and built the web platform from the scratch.

ADicted | Founder / Youtuber
2020 June — Present
Yeon found an opportunity to create a Youtube channel to share his knowledge and connect with people. This advertising and marketing channel is called 'ADicted.'

Elephant | Digital Art Director & Designer
2017 July — 2019 April
Clients: Goldman Sachs | Comcast | Apple | Blackstone | Hyundai | MSCI

School of Visual Arts | Associate Instructor
2017 July — 2019 April
Teaching Junior & Senior students at advertising class. Won lots of major awards.

Vinyl-I | Internship
2016 May — 2016 Sep
Clients: Hyundai | Toyota | P&G | E-mart

The 3D Story | Co-founder & Art Director
2015 May — 2016 May
First company using VR in apartment retail service in Korea.

CLIENTS

photos · aws · COMCAST · Marcus: BY GOLDMAN SACHS · Hasbro · UNIVERSITY OF CALIFORNIA · MSCI · HYUNDAI

REFERENCES AVAILABLE UPON REQUEST

YEON YOON

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