

ANGIE(HYUNJEE) YOO

angie.yoo@utexas.edu | 737-226-4084 | Austin, TX | <https://www.iangieyoo.com>

EDUCATION

Master's in Advertising from Moody College of Communication **May, 2024**
The University of Texas at Austin (GPA: 3.9/4.0) Austin, TX

Bachelor's in Public Relations and Advertising/Korean Language and Literature **February, 2022**
Sookmyung Women's University (GPA: 4.0/4.5) Seoul, Republic of Korea

Faculty of Journalism and Media Communications (Study Abroad Program) **September, 2019 – January, 2020**
Griffith College Dublin Dublin, Ireland

Related Coursework
Art Director's Seminar, Creative Strategies, International Advertising, Advertising Campaign Practice, Graphic Communication, Brand Communication Strategy, Advertising Campaign Planning, Online Creative, Digital Media and Social Online Production, Video Production, Digital Social Media Production, Brand and Marketing

PROFESSIONAL ADVERTISING EXPERIENCE

Art Director Intern **June, 2024 – Present**
Colle Mcvay Minneapolis, MN

- Looked for insights and ideated a brand activation campaign for Perdue and Frank's Redhot.
- Created social media, banner, and email ads for Goodyear tires.

Art Director **January, 2023 – May, 2024**
Texas Creative at University of Texas at Austin Austin, TX

- Selected as one of 30 students to provide art direction for ad campaigns of LEGO, Crayola, CAVA, etc
- Chosen to present campaigns at the Texas Creative Stock Show student exhibition at GSD&M, which featured the best student work from the semester, and received positive feedback from representatives

Associate Creative Producer **March, 2022 – August, 2022**
Ogilvy Korea Seoul, Republic of Korea

- Created Photoshop assets for digital ads for ZEGNA Spring Summer 2022 Campaign
- Developed storyboards for TV commercials about ZEGNA transcending dress codes and defying categorization

ACADEMIC CREATIVE PROJECTS

Creative Ad Campaigns from Texas Creative at UT Austin **Spring 2023 - Spring 2024**

- Created ad campaigns for brands through brand research, writing the creative brief, and making mockups for ads

Graphic Design from Art Director's Seminar at UT Austin **Fall 2023**

- Designed the New Yorker magazine's cover and redesigned the movie poster with minimalism
- Made a typography poster on the theme of the song "Steal the Show"

"Vibromusic" from International Advertising at Sookmyung Women's University **Fall 2021**

- Generated ideas for Apple to help the deaf wake up using vibrations with technology that analyzes the frequency of the song and creates different vibrations for each scale
- Edited a creative video and made visual effects with Premiere Pro and After Effects to show the novelty of the idea

Brand Book from Brand Communication Strategy at Sookmyung Women's University **Spring 2021**

- Analyzed the online game "Brawl Stars" from various angles and designed with Photoshop and InDesign
- Produced a 100-page brand book and published it through my portfolio website

LEADERSHIP

President of Drama Acting Club **March, 2017 – March, 2020**
Sookmyung Women's University Seoul, Republic of Korea

- Acted as the main character and organized all the sound and lighting as the operator in the performance
- Managed club members as a president and created a poster and pamphlet for the 37th regular performance
- Succeeded in achieving the highest return on performance ever by conducting social media marketing

SKILLS

Design: Adobe Photoshop, InDesign, Illustrator, Canva, Figma
Video: Premiere Pro, After Effects, Final Cut pro, Handling Broadcast Camera and Insta 360 Camera
Social Media: Twitter, Facebook, LinkedIn, TikTok, Instagram, Snapchat, Youtube, Pinterest
Productivity: Microsoft Word, Excel, Access, PowerPoint, Outlook, Zoom, Microsoft Teams, Slack