

SONG HAN

WORK EXPERIENCES

Grafana Labs

Graphic Designer | June 2019 – Present

- Made significant updates to the main marketing website
- Established company's brand identity and design system
- Created design and guideline for social post, print collaterals, and document templates
- Developed a brand design system for GrafanaCONline 2020, the company's annual conference
- Collaborated with UX team to create a complete icon set and UI wireframe for the company's product

NabiDay LLC

UI Designer & Creative Consultant | Oct 2018 – April 2019

- Established brand identity and created marketing deliverables
- Developed UI design and prototype for mobile application, focusing on user-centered information flows and visual aesthetics

Sagetopia

Graphic Designer | Jan 2017 – Sep 2018

- Translated clients' marketing scope and vision into a concrete brand and produced high-quality design deliverables

- Successfully managed multiple projects simultaneously in a very fast-paced environment with meticulousness
- Demonstrated creativity and originality as well as an improvement in technical skills
- Consulted and communicated with clients, vendors and other designers to coordinate projects

Sagetopia

Graphic Designer Intern | May 2016 – Aug 2016

- Improved quality of design deliverables produced by the agency
- Innovated the agency's own brand and marketing materials by implementing creative solution

DoDream Organization

Co-Founder & Designer | Sep 2014 – Present

- Founded and initiated the non-profit project with a mission to help children in need by distributing children's storybooks
- Developed an organization's brand identity, graphic assets, marketing direction, and website

EDUCATION

Virginia Commonwealth University

Bachelor of Fine Arts in Graphic Design
August 2012 – December 2016

RECOGNITIONS

Published on STUDIO

VCU Arts STUDIO | Spring 2016
DoDream Organization's Storybook
Distribution project was featured on
VCU Art's STUDIO publication.

Published on VCU News

VCU News | Dec 2015
DoDream Organization's Storybook
Distribution project is featured on
VCU News headline.

SKILLS

Editorial and Print design
Logo / Corporate Identity
Branding / Rebranding
Creative Direction
Marketing materials
Presentation materials
Data visualization
Infographic
Icon
Vector Illustration
Hand-drawn Illustration
Project direction
Motion Graphics / animation
UI Design

SOFTWARES

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Experience
Adobe After Effects
Adobe Premiere Pro
Figma
Basic Knowledge of HTML and CSS
Microsoft Powerpoint
Microsoft Word

BILINGUAL

English
Korean