Bumhan Yu

Designer who writes
front-end code—
also known as **B**.

Roles:	Design Director • Designer • Front-End Engineer
Experience:	Software/Tech • Branding/Marketing • Advertising
Education:	Communications Design (MS) @ Pratt Institute
	Psychology (MA*, BA) • Linguistics (BA) @ Korea University

B as in **BALD**

https://**BALD**.design

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Experience Highlights

Lead Product Designer
DoubleVerify
2021 – Present
(SOFTWARE • AD TECH)

Maintain and expand design system with strong emphasis on color system and data visualization. Help establish a stronger UX patterns and solutions.

• Facilitating collaboration between product, engineering, and design teams
• Developing internal tools in React (e.g. Figma plugin, Chrome extension, etc)
• Building out UX/UI/IxD patterns while contributing to ongoing design sprints

Design Director
Homepoint
2020 – 2021
(FINANCIAL SERVICES)

Ensuring consistent brand experience in tight collaboration with marketing, engineering, and product design teams. *Accomplishments include:*

• Leading the corporate rebrand and developing the branding strategy
• Developing a series of internal tools and applications in React/Gatsby
• Designing, developing, and maintaining the public website in React/Next.JS

Brand Designer
Updater Inc.
2018 – 2020
(SOFTWARE • RELO TECH)

Manage all brand communications. Participate in UX/product design and collaborate with engineering and product teams. *Accomplishments include:*

• Developing a new branding strategy and identity framework
• Designing and developing internal tools in React for marketing operation
• Building a design system in React/Gatsby

Digital Solutionist
The Moderns Ltd.
2013 – 2016
(BRANDING AGENCY)

Develop digital & non-digital design solutions to various branding, communications, and marketing challenges. *Responsibilities include:*

• Visual identity systems. Communication design and motion graphics.
• UI/UX, wireframes, and front-end development of digital deliverables
• Managing client relations and organizing brand workshops

Designer/Developer
Young & Rubicam Group
2009 – 2013
(ADVERTISING AGENCY)

Conceptualize and produce creative solutions for various channels of print, interactive, and motion media as a team lead. *Responsibilities include:*

• Visual identity systems, typography, motion graphics
• New business pitch materials, ad materials for print/digital/outdoor media
• Custom digital deliverables, including websites, games/widgets, and ads

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Skills & Expertise

Visual Design	**Front-End Code**	**Software Tools**	**Soft Skills**
Branding & identity, motion design, UX/UI, typography, data visualization	JavaScript/TypeScript, Node.JS tooling, CSS-in-JS, HTML/CSS, React/Gatsby/Next.JS	Adobe CC, Figma, Sketch, Principle, Git, Visual Studio Code, command-line shell	Verbal & written communications, constant learning, team-first mindset

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Miscellaneous

Millitary Disciplined	**Veteran Translator**	**Problem Solving**	**Other Titles**
Served in ROK Army. Result-oriented, team-first, and stress-tested.	Practiced in publication and media production. Skilled communicator.	Calm disposition and detail-orientation while investigating solutions	Husband, dad, marathoner, black belt, agnostic, omnivore

*one-year coursework completed in clinical & counseling psychology