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**ALICE S. YI**

+1.909.263.0911  
hello@aliceyi.com  
aliceyi.com

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INTERESTS

*Human behavior, documentary films, collecting small objects, trying local brews, roadtrips, social change, good grammar, hiking, & science blogs.*

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EDUCATION

09.2007 – 08.2011

**ART CENTER COLLEGE OF DESIGN, Pasadena, CA**  
Bachelor of Fine Arts in Graphic Design

05.2010 – 08.2010

**BRAND LAB BERLIN, Berlin, Germany and Pasadena, CA**  
A studio abroad program through Art Center College of Design; Worked with two other students in a sponsored project to re-brand the identity for Johnson & Johnson's European sunscreen, Piz Buin, which included a logo redesign, product packaging, and concepts for events and advertising.

01.2010 – 04.2010

**PROJECT CONCERN INTERNATIONAL, Pasadena and San Diego, CA**  
Worked with a group of students in a sponsored project to re-brand the PCI identity, which included renaming the organization and designing the logo, brand guidelines, website, brochure, and related collateral.

06.2006 – 09.2007

**ART CENTER AT NIGHT, Pasadena, CA**  
Studied graphic design, film production design, digital photography.

06.2006 – 09.2007

**MOUNT SAN ANTONIO COLLEGE, Walnut, CA**  
General Education

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SKILLS

*Strong working knowledge of:*  
Adobe Illustrator, InDesign, Photoshop, Bridge, Acrobat; Keynote, Microsoft Powerpoint, Word, and Excel

*Familiar with:*  
Adobe After Effects, Dreamweaver, and Google SketchUp

*Craft*  
Letterpress, bookbinding, and hand-lettering

*Language*  
Conversational and basic reading and writing in Korean

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EXPERIENCE

10.2010 – PRESENT

**FREELANCE GRAPHIC DESIGNER, Los Angeles, CA**  
Created websites, logos, company brochures, posters, event playbills, and other products for various clients.

10.2010 – 01.2011

**GENSLER ARCHITECTURE + DESIGN, Santa Monica, CA**  
*Graphic Design Intern*  
Worked with Creative Director, Lance Carlson, and Senior Designer, Dominick Ricci, to create environmental graphic concepts for Hyundai Motor Co., design books for Mars Foods, Inc., and AEG Stadium & Event Center, and design the ALA (Alternative Living for the Aging) website.

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AWARDS & AFFILIATIONS

**SCHOLARSHIP**  
Recipient of Alice Epstein O'Connor Scholarship

**ART CENTER COLLEGE OF DESIGN**  
featured in the Student Gallery for packaging, book design, and brand identity projects

**DEAN'S LIST**

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OTHER EXPERIENCE

06.2005 – 01.2011

**PRIVATE TUTOR, Diamond Bar and Pomona, CA**  
Tutored students ranging from ages 4 to 19 in math, grammar, writing, reading, history, and science.

Portfolio & references available upon request