

Yoonsook West

Associate Creative Director

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Profile

Design professional with experiences across a broad range of settings, focused on branded environments.

Specialized in developing high level creative concepts while maintaining industry design trends and standards.

A collaborator, leader and listener to embrace team's goal and challenges.

Education

- University of California, Irvine, MFA in Scenic Design, 2005
- Hongik University, BFA in Fine Art & Design, 2002, Seoul, Korea

Skill

- Planning, organizing, managing and promoting events
- Strong understanding of scale, space, layout and composition
- Leading design from concept to production
- Mastery of drawing and digital media

Awards

- Annual Community Art Exhibition 2021 "Optimism", Water based oil painting
- Award of Excellence, 14th Annual Interactive Exhibition 2008 Design directions
- World Stage Design 2005 Set Design of Romeo & Juliet

Software

- Proficient with Adobe Creative Suite
- 3D Studio Max
- G-Suite

Experiences

NVE Experience Agency - *Design Lead /Consulting* -2022

- Create brand experiences rooted in culture, managing visual direction for brand design
- Establish consistent design direction for storytelling as well as environment surroundings to create an immersive and interactive visual framework
- Credits : Apple Card Experiential, Showtime Yellowjackets FYC Screening & Evening Party and Smirnoff Golden Bars 2022

Tactical Manoeuvre - *Design Lead /Consulting* - 2020 to 2022

- Provided overall creative visuals for various entertainment projects including the theatrical design for a 360 degree rotating theater production, traveling exhibits and semi-permanent exhibit structures
- Designed inspiring concept art while maintaining accurate scale and architectural standards
- Credits : Starlight Express Design Initiative for 2022 production and Amazon Studio RFP

Sparks - *Associate Creative Director* - 2018-2020

- Supervised designing, idea development, style and implementation
- Created an aesthetic environment by resolving range of complex artistic development issues
- Credits : Google Next 2018 & 2019, Google CES 2019, Zoomtopia 2019 and ConMed 2018-2020

Mattel - *Design Project manager* - 2016-2018

- Resolved range of artistic development and managed visual direction for brand environment design.
- Credits: Barbie Convention 2018, Hot Wheels and Fisher Price Gallery for North America International Toy Fair 2017 and Corporate Toy Store retail design

George P. Johnson - *Senior. Designer* - 2015-2016, 2008-2010

- Designed brand environment space from concept to production with 2D and 3D visuals.
- Credits : Infiniti Global Motor Show Press Event 2016, Sage Summit 2016, Honda North American International Auto Show 2016 and Roland National Association of Music Merchants

Universal Creative - *Senior. Environment & Concept Designer* - 2014-2015

- Provided concept design and finished artwork in 2D and 3D on the Global Themed Entertainment Venue Development.
- Credits : Hello Kitty retail store, Orlando, FL and The Simpsons Town, Universal City, CA

Walt Disney Imagineering - *Senior Concept Designer* - 2012-2014

- Created themed environments with immersive guest experiences from concept initiation, master planning through creative development and installation.
- Credits : Voyage to the Crystal Grotto Boat Ride in Fantasyland, Entry Garden and Area Development in Shanghai Disney Park

University Of California, Irvine - *Lecturer, Life Drawing*- 2012 - 2016

- Develop course curriculum, syllabus, grades, and teach courses in Life Drawing.
- Encourage students to develop personal styles and express themselves through the medium of art.

Rayfarm & Bu-who Entertainment - *Art Director, Set Designer* - 2010-2012

- Created stage design for live entertainment, theater, television, and concert stage.
- Credits : Tiesto Kaleidoscope World Tour Proposition 2011, Keith Urban 2011 US Tour, Live to Dance -CBS reality dance competition, A:3K - An all-star live event , CeeLo Green

The Art Institute Of California, Hollywood - *Lecturer, Exhibit Design* - 2011

- Approach exhibit design through storytelling.
- Introduce the disciplines of architecture, freehand drawing, graphics, industrial design, and construction into the design process.

Universal Studio Japan- *Sr. Concept Designer* - 2011

- Hello Kitty Ribbon Boutique Store interior, Osaka, Japan

Disney Creative Entertainment - *Show Designer* - 2007

- The Legend of Mythica, Tokyo Disney Sea, Tokyo, Japan - Show Designer

Theatre Credit - *Scenic Designer* - 2004-2006

- Shakespeare Orange County 2006- *A Midsummer Night's Dream*, 2005
- South Coast Repertory Theatre 2005- *The Phantom Tollbooth*
- Cornerstone Theatre Company 2004 - *You Can't Take It With You*