

Chloe You

Brand & Marketing Lead, UI Designer

With over five years of experience specialising in brand and marketing strategy, I have honed my skills as a Branding and Digital Marketing Specialist.

Throughout my career, I have been dedicated to harnessing the power of data-driven insights and innovative digital tools to drive brand growth and engagement. From developing comprehensive marketing plans to optimising online presence across various channels, I excel in creating cohesive strategies that deliver measurable results. My blend of strategic thinking, analytical skills, and passion for digital innovation positions me as a valuable asset ready to drive success in today's fast-paced marketing landscape.

CONTACT

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PORTFOLIO

<https://www.chloeyou.io>

EXPERTISE

- UI Design
- Visual Design
- Wireframes
- Storyboards
- User Flows
- HTML / CSS / JavaScript

EDUCATION

2017 – 2018

**Master Degree in
Design and Branding Strategy**

Brunel University London – London
Distinction

2003 – 2008

**Bachelor Degree in
Industrial Design**

Seoul Women's University – Seoul

LANGUAGES

Proficient in English
Native in Korean

WORK EXPERIENCE

11. 2022 – Present

Hoil Dental Manufacture Solutions Ltd. | Walton-on-Thames, UK

Brand & Marketing Lead, UI Designer

(Dental Implant & Milling Machine Provider)

- Leading the development of brand and marketing strategies that drove business growth
- Rebranding corporate identity, logo, and website to align with company goals and vision
- Managing end-to-end design process for print and digital assets, ensuring high quality
- Designing intuitive UX/UI for a new website and application, resulting in improved user experience

11. 2021 – 10. 2022

PYON Ltd. | London, UK

UI Designer

(IT Services and Consulting Company)

- Led rebranding of corporate identity, logo, and website using Agile methodology
- Created visually engaging UI/UX for Heylux competition draw and B2C/B2B Magento websites to enhance user engagement and conversion rates
- Utilised Figma for designing UI/UX of Personal Shopper site, enhancing shopping experience with personalised features

10. 2019 – 10. 2021

YAAF Design Co., Ltd. | Remote

Brand Strategist

(International Architecture, Interior Design Company)

- Conducted in-depth analysis, diagnosis, and strategic overhaul of the brand, proposing both short-term and long-term strategies
- Explored, analysed, and evolved corporate identity through the process of rebranding

SOFTWARE SKILLS

WordPress / Magento / Figma

HTML / CSS

Photoshop / Illustrator / InDesign / XD

COURSES & CERTIFICATIONS



Wireframing

Uxcel | Issued May 2023



Mobile Design

Uxcel | Issued Feb 2023



UI Components 1

Uxcel | Issued Jan 2023



UX Design Foundations

Uxcel | Issued Jan 2023