



SUNIL YU

VISUAL MERCHANDISING DESIGNER

WORKS / EXPERIENCE

Senior Visual Merchandising Designer | Rosee&co Inc.

Dec.2023 - NOW

Making decision on how to market newly designed product.

Create 3D Design Turnovers for Displayers, Show booth and launch displayers.

Create 2D Design Turnovers for graphic part of the displayers and props.

Visual Merchandising Designer | MAC Cosmetics | Soho, NY

July.2022 - Nov.2023

Responsible for planning and building displayers that maximize impact of a product in consumer settings in unique, creative way. Make decision in layouts and construction of displayers, equipment, signage, and lighting to create story's themes -all while maintaining close connections at wider retail levels such as negotiating prices or discussing marketing strategies.

3D Designer | SM Cosmetics.

July.2019 - July.2022

Responsible for creating all 3D renderings for marketing materials such as; brochure, posters and media uploads. Provide visualization of prototypes before major manufacturing.

Junior Product Designer | Hanssem Kitchen Cabinetry

Jan.2019 - July.2019

Responsible for Product development including research and analysis of current product, and the development of the next product lineup. Created all 3D renderings for marketing purposes.

LEADERSHIP / CLUBS

INITIATOR/PRESIDENT 2017 - 2018

KADA (Korean Architecture and Design Association) | SAIC

Founded KADA in 2017 with a talented group of student designers who share the same ethnicity in AIADO department. The purpose of the group was to speak about their unique point of view as contemporary designers. Passionately exchange design critiques among members as contemporary designers.

EXHIBITIONS

PAPER SOURCE & KIKKERLAND

NYC DESIGN WEEK | New York, NY July.2017

Selected as a participant in design challenge with Papersource and Kikkerland. 15 students exhibited their designs on the subject of gift, organization and hydration. The title of my work is <Mixed Magnuts>.

EXTREME FURNITURE Dec.2016

CHICAGO BIENNALE | CHICAGO LOOP, IL

BFA SHOW Jun.2018

SULLIVAN GALLERY | CHICAGO LOOP, IL

EDUCATION

School of the Art Institute of Chicago

BACHELOR OF FINE ART | 2018

Hongik University | Korea

SUMMER PROGRAM | 2018

SKILLS

STORY BOARDING

HAND SKETCH

REFRAMING

RAPID PROTOTYPING

MECHANICAL TESTING

DESIGN

3D RHINO

KEYSHOT

ADobe ILLUSTRATOR

ADobe PHOTOSHOP

ADobe INDESIGN

TECH

COMPUTER NUMERICAL

CONTROL (CNC)

3D PRINTER

LAZER CUTTER

GENERAL WOODSHOP

WHEEL THROW (CERAMIC)

LANGUAGE

ENGLISH

KOREAN

SPANISH