



Linda H. Yoh

2012 – Ad oggi

LINDALux total branding in Environmental Design.

Freelancer.

2009-2012

Yieum Partners Inc., Korea Environmental Graphic Design firm.

Deputy manager, Brand Design Strategic planning team.

Responsibilities include brand design planning, analyzing marketing design trends and opportunities, designing marketing materials.

- SDI seoul R&D center : Social Service design Project (2010.12-2011.9)
- UK TESCO Asia Academy total space branding design plan (2011.5-2011.11)
- Samsung MEDISION exhibition identity design guidelines (2011.6~2011.7)
- BabyFair- New total marketing Branding 'Befe' BI and design guide development (2011.5-2011.7)
- POSCO E&C the# 'happy vibe' space branding strategy planning and design guide development (2010.07-2010.11)
- EUREKA EU& Korea Technology bring together exhibition (2010.4)
- Samsung 'Turn on tomorrow' Internal branding with Cheil(2010.2)
- SHINSHEGAE CHELLSHI YEOJU PRIMMIUM OUTLETS 'Hello Green' Campaign design development(2010.3)
- SHINSHEGAE Dept.: Integrated total design strategy including space branding (2010.5)
- DESIGN KOREA 2009 International business exhibition at Songdo Convensia (2009.12)
- CLASSIC 500 brand renewal look&feel system and total branding in space (2009.10)