

SAETBYEOL SHIN

Packaging & Retail Brand Designer

Seoul, South Korea · Remote, contract, and freelance · hello@saetbyeol.art · saetbyeol.art

PROFILE

Graphic and brand designer with 9+ years of experience across packaging, editorial, retail VMD, print production, and digital visual design. I take projects from concept and content structure through production files, vendor coordination, and final delivery. Recent independent work adds responsive UI, design systems, and AI-assisted headless commerce prototyping to a strong offline production background.

DESIGN EXPERTISE

Brand design · Packaging · Editorial · Retail VMD · POS/POP · Digital visual design · E-commerce assets · Print production

INDEPENDENT PROJECT

FREQUENOIR

Brand & Product Designer / Independent Project Lead

Aug 2026 - Present

- Defined the brand direction, information architecture, responsive UI, and design system for a digital music-licensing storefront.
- Structured search, album, genre, player, saved-item, project-room, and cart flows for a catalog of 100 albums and 1,000 tracks.
- Used AI tools to build and QA prototypes across desktop, tablet, and mobile, then validated Shopify and Cloudflare headless-commerce flows in protected staging.

PROFESSIONAL EXPERIENCE

BUM-A Co., Ltd. · Beyond Team

Design Manager - Packaging, Editorial & VMD

Jan 2020 - Dec 2023

- Led catalogs, brochures, pharmaceutical and cosmetics packaging, 3D display mockups, retail fixtures, and outdoor promotional materials from planning through print and delivery.
- Designed a compact retail display and a calendar-format consultation flipchart for CooperVision MiSight as part of the BUM-A project team.
- Served as sole design lead for Alcon Korea's iPad-based interactive sales PDF project, delivered in three phases over six months against a budget of approximately KRW 100 million.

PROFESSIONAL EXPERIENCE CONTINUED

CI Corporation

Assistant Design Manager - Packaging & E-commerce

Feb 2018 - Feb 2019

- Designed packaging and online product pages for hair, beauty, fragrance, and small-appliance products, including Park Jun Beauty Lab collaborations; prepared molded-product graphics and production specifications.
- Planned and designed the Jejudo fragrance launch from scent sampling and naming through messaging, labels, and boxes. The first 400 units sold out within one month, followed by approximately 600-800 additional units and two body-spray extensions.

TGIANI Co., Ltd.

Graphic Designer - Licensed Packaging & Retail Promotion

Mar 2009 - Jun 2013

- Created licensed product packaging and outdoor promotions for Disney merchandise, plus promotional materials and retail graphics for Nikon and other consumer brands.
- Co-delivered the Peripera and Goodal Olive Young launch program, producing about 20 storefront, display, POP, poster, leaflet, fixture, and in-store graphics over a two-month rollout.

SELECTED CAPABILITIES

Brand & Packaging Concept direction, localization, dieline artwork, labeling, mockups, prepress, finishing coordination

Retail & VMD Displays, fixtures, POP/POS, storefront graphics, launch kits, multi-location rollout

Editorial & Digital Catalogs, brochures, interactive PDFs, e-commerce pages, responsive UI visuals, image retouching

TOOLS

Adobe Illustrator · InDesign · Photoshop · Dimension · AI-assisted prototyping and QA · HTML/CSS working knowledge

EDUCATION AND CREDENTIALS

Associate Degree in Visual Design · Osan University · 2009 · GPA 4.02/4.5

Computer Graphics Operation Technician, HRD Korea (2006) · Level 2 Practical Arts Teacher Certificate, Ministry of Education (2009)