





B as in BALD

<https://BALD.design>

-  347.361.8412
-  hello@bald.design
-  baadaa
-  /in/bumhan

Bumhan Yu

Designer who writes front-end code—also known as **B**.

- Roles:** Design Director • Designer • Front-End Developer
- Experience:** Software/IT • Branding/Marketing • Advertising
- Education:** Communications Design (MS) @ Pratt Institute
Psychology (MA*, BA) • Linguistics (BA) @ Korea University

Experience Highlights

Design Director *Homepoint*

2020 – Present
(FINANCIAL SERVICES)

Responsible for ensuring consistent brand experience via visual, motion, verbal, and UX design. Collaborate with marketing, engineering, and product design teams to develop solutions that drive measurable results. Guide direct reports and manage external vendors. *Accomplishments include:*

- Leading the corporate rebrand and developing the branding strategy
- Outlining brand guidelines and developing the tooling in React/Gatsby
- Designing, developing, and launching the new website in React/Next.js
- Prototyping and developing various proof-of-concept applications in React

Brand Designer *Updater Inc.*

2018 – 2020
(SOFTWARE • IT)

Manage all brand communications, creative-direct and execute a variety of marketing materials, and participate in UI/UX design of the product features. Collaborate with engineering and product teams. *Accomplishments include:*

- Developing branding strategy, visual identity, and design system portal
- Designing, developing, and launching the new website in custom stack
- Designing and developing internal tools for marketing team in React
- Leading several major feature releases as a product designer

Digital Solutionist *The Moderns Ltd.*

2013 – 2016
(BRANDING AGENCY)

Project-manage, develop and execute digital & non-digital design solutions to various branding, communications, and marketing challenges. Manage client relations and help organize brand workshops. *Responsibilities include:*

- Visual identity systems. Communication design and motion graphics.
- UI/UX, wireframes, and front-end development of digital deliverables

Designer/Developer *Young & Rubicam Group*

2009 – 2013
(ADVERTISING AGENCY)

Provide creative and technical solutions for advertising & marketing via various channels of print, interactive, and motion media as a team lead. Collaborate with other teams and functions. *Responsibilities include:*

- Visual identity systems, typography, motion graphics
- New business pitch materials, ad materials for print/digital/outdoor media
- Custom digital deliverables, including websites, ads, and emails

Skills & Expertise

Visual Design

Branding & identity, motion design, UX/UI, typography, data visualization

Front-End Code

JavaScript/TypeScript, Node.js tooling, CSS-in-JS, HTML/CSS, React/Gatsby/Next.js

Software Tools

Adobe CC, Figma, Sketch, Principle, Git, Visual Studio Code, command-line shell

Soft Skills

Verbal & written communications, constant learning, team-first mindset

Miscellaneous

Military Disciplined

Served in ROK Army. Result-oriented, team-first, and stress-tested.

Veteran Translator

Practiced in publication and media production. Skilled communicator.

Problem Solving

Calm disposition and detail-orientation while investigating solutions

Other Titles

Husband, dad, marathoner, black belt, agnostic, omnivore

*one-year coursework completed in clinical & counseling psychology