

PILL YOON

RETAIL & EXHIBIT DESIGNER

PROFILE

Pill Yoon is an innovative and results-driven Retail and Exhibit Designer with over 10 years of experience in retail and exhibit design. Proven ability to develop initial product, architectural, and new technology concept investigations through sketching, model building, renderings and execution. Skilled in leading collaborative projects with cross-functional teams, including product marketing, visual merchandising, and engineering. Adept at managing complex construction projects and space redesigns while maintaining aesthetic continuity.

EXPERIENCE

EXPERIENTIAL DESIGNER-FREELANCE-KENSINGTON, MD – 2024-PRESENT

- Lead comprehensive design projects from concept to construction, merging client needs with market insights to enhance brand engagement and improve customer experiences.
- Coordinate project phases, ensuring seamless integration of design elements across multidisciplinary teams, managing timelines, and delivering within budget.
- Utilize advanced 3D modeling and CAD software to develop detailed visualizations that guide construction and ensure adherence to design specifications.

DESIGN ANALYST & RETAIL DESIGNER-BLACKHAWK NETWORK-PLEASANTON, CA – 2022-2023

- Develop practical and cost-effective retail design concepts, focusing on innovative use of materials and sustainability.
- Perform in-depth analysis of architectural and engineering drawings to optimize design functionality and aesthetics.
- Lead project execution, ensuring design concepts are realized accurately with close coordination among engineers, fabricators, and contractors.

STORE DESIGNER-TOTAL WINE & MORE-BETHESDA, MD – 2018-2020

- Design and implement store layouts and displays that enhance customer engagement and contribute to an immersive brand experience.
- Specialize in schematic development and VM planning, applying modern design principles to maximize functionality and aesthetic appeal.
- Direct brand-enhancing initiatives, successfully integrating brand identity into physical designs, achieving a 12% increase in ROI.

EXPERIENCE & EXHIBIT DESIGNER-HARGROVE, LLC-LANHAM, MD – 2016-2018

- Create and manage design solutions for large-scale events and exhibits, focusing on aesthetics, functionality, and brand alignment.
- Oversee all stages of event design, from initial concept to final implementation, ensuring projects meet client specifications and deadlines.
- Apply problem-solving skills to navigate design challenges, maintaining brand consistency and audience engagement across various formats.

RETAIL & ENVIRONMENTAL DESIGNER-RPG, *Building the Retail Experience*-NEW YORK, NY-2013-2014

- Design and execute branded retail environments and promotional events, enhancing brand visibility and consumer interaction.
- Develop innovative display solutions, ensuring they meet both marketing goals and customer needs.
- Manage fabrication and prototyping processes, ensuring products meet quality standards and maintain design integrity.

SKILLS

Advanced 2D/3D Programs, Design Research and Analysis, Project Management, Cross-Functional Collaboration, Client Relationship Management, Schematic Design Development, Material Assessment, Creative Problem-Solving, Fabrication and Prototyping Event and Exhibit Design, Technical Drawing and Sketching, Resource Management, Space Planning, Construction Management.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, NY – 2009-2013

- Visual Presentation and Exhibition Design - A.A.S
- Direct and interactive Marketing Major- B.S