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# PILL YOON

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## RETAIL & EXHIBIT DESIGNER

### PROFILE

Pill Yoon is a strategic senior space design & planner that enhances the value of corporations and creates brand storytelling with progressive experiential concept designs and visualizations for the consumer-focused. Pill Yoon has various concept designs and planning experiences in retail and exhibit industries with intrinsic creativeness, schematic details, considered planning, and leading, managing projects with ownership.

### EXPERIENCE

FREELANCE DESIGNER-**PILLYOONDESIGN**; KENSINGTON, MD – 2020-PRESENT

Creating and executing creative solutions not only increases the value of the company's retail space aesthetics and functionalities but also provides design strategy by brand storytelling with experiential concept designs and outstanding 3D visualizations for the consumer-focused.

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

Creating and executing spatial design and plan solutions focused on customer experiential values and storytelling creation. Provide schematic details and creatives of store concept design developments, reset/remodel layout planning, fixture design, and VM developments that approach esthetic visualization with functionality and focus on budget consideration with value engineering results that uphold the Total Wine& More customer and brand experiences.

EXHIBIT DESIGNER-**HARGROVE, LLC**; LANHAM, MD – 2016-2018

Providing creative solutions of events not only aesthetic of environments concept and schematic structure design but also conveying clear brand strategy and unique characteristic of clients and organizations. Designing large, high profile projects: Trade shows, Special Events, Exhibitions, Immersive Interactive Virtual Reality design.

ENVIRONMENT & COMMERCIAL DESIGNER-**RPG**; NEW YORK, NY - 2013-2014

Designing and developing branded retail environments and brand launching events, point of purchase displays, permanent in-store fixtures and merchandising units as well as fabrication and prototyping.

### EDUCATION

FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, NY – A.S.S., BS - 2009-2013

Visual Presentation and Exhibition Design | Direct and interactive Marketing Major

### SPECIALTIES / SKILLS

Branded Retail Environments and commercial design | Exhibition, Tradeshow, Special Events design  
AR & VR 3D contents design | 2D and 3D architectural visualization | POP display Design |  
Merchandising Units & permanent in-store fixture Design