YS PORTFOLIO

/ YEBIN SONG

Yebin Song is a graphic designer who loves to concept and build narratives. She believes in the power of storytelling and communication through design. She is passionate about creating brand identity and UI/UX design. When she is not creating, she likes to explore the world experiencing diverse cultures, sights, and foods.

/ 1

BETTERME SOCIAL CAMPAIGN
Identity / UX / UI

BetterMe is social awareness campaign empowering women to embrace exercise for their well-being. It inspires women of all backgrounds to be active, promoting a healthier, vibrant community.

Professor	Yook Kim
Year	2024
Course	Social Awareness Campaign Design

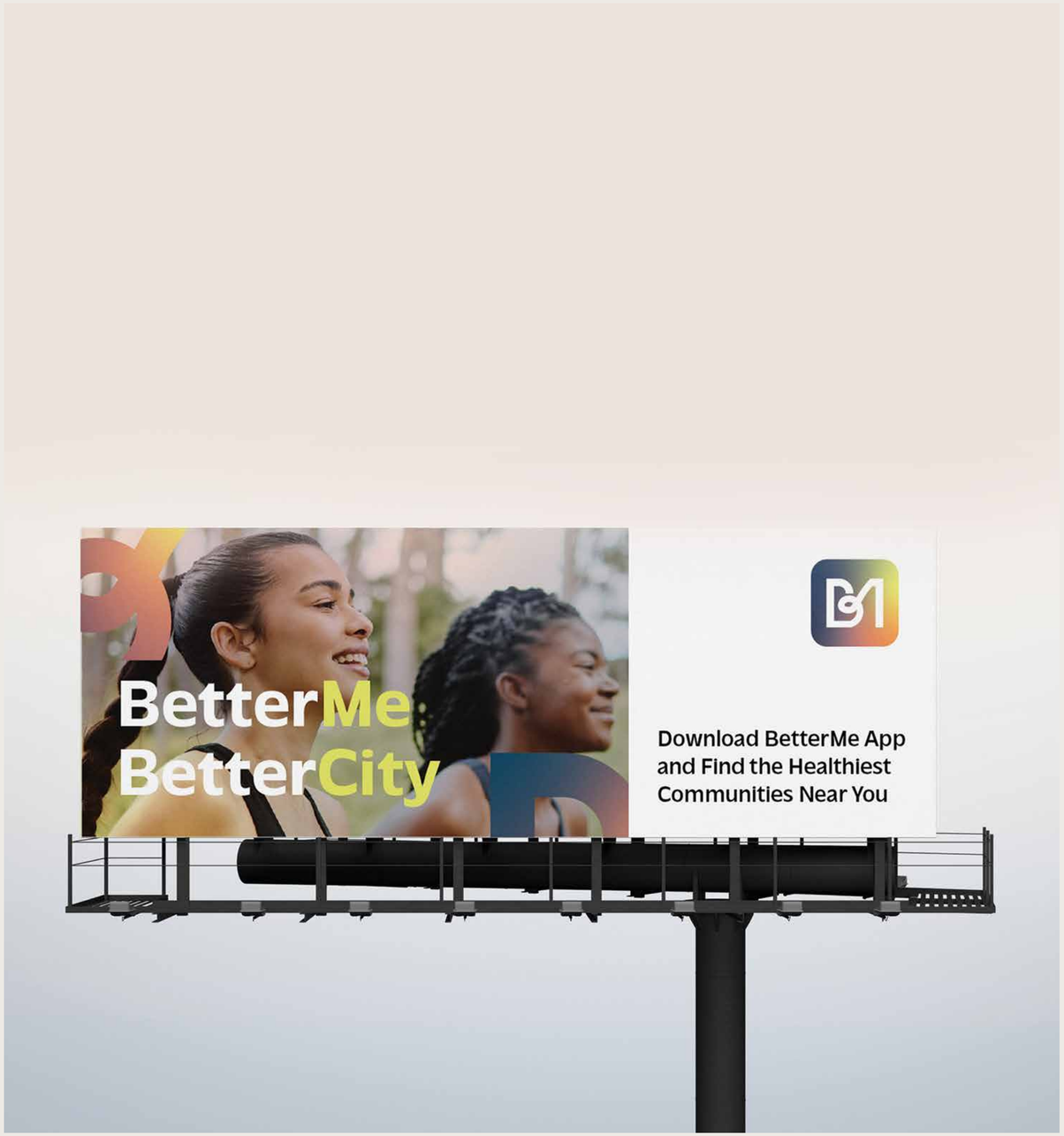
Color of Logo

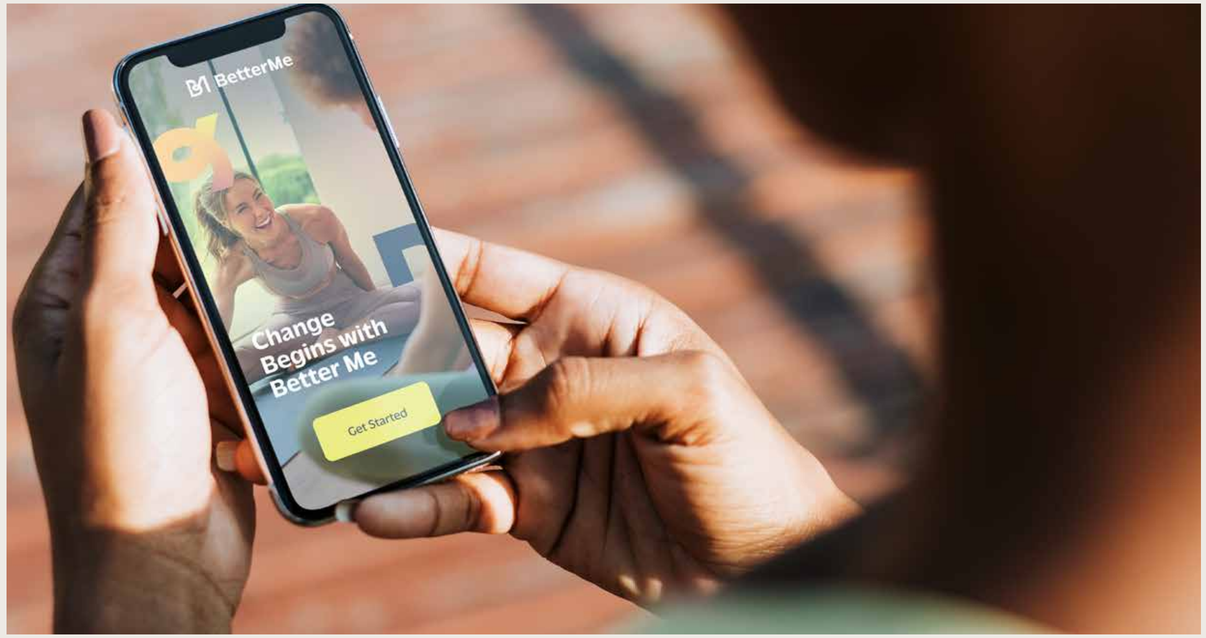
Black and white version of the logo serves as an alternative option for situations where the full-color logo may not be suitable or available.

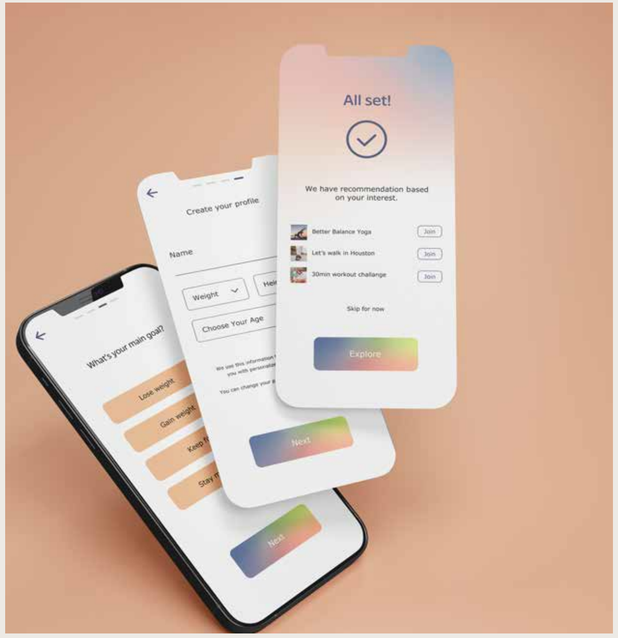
BetterMe

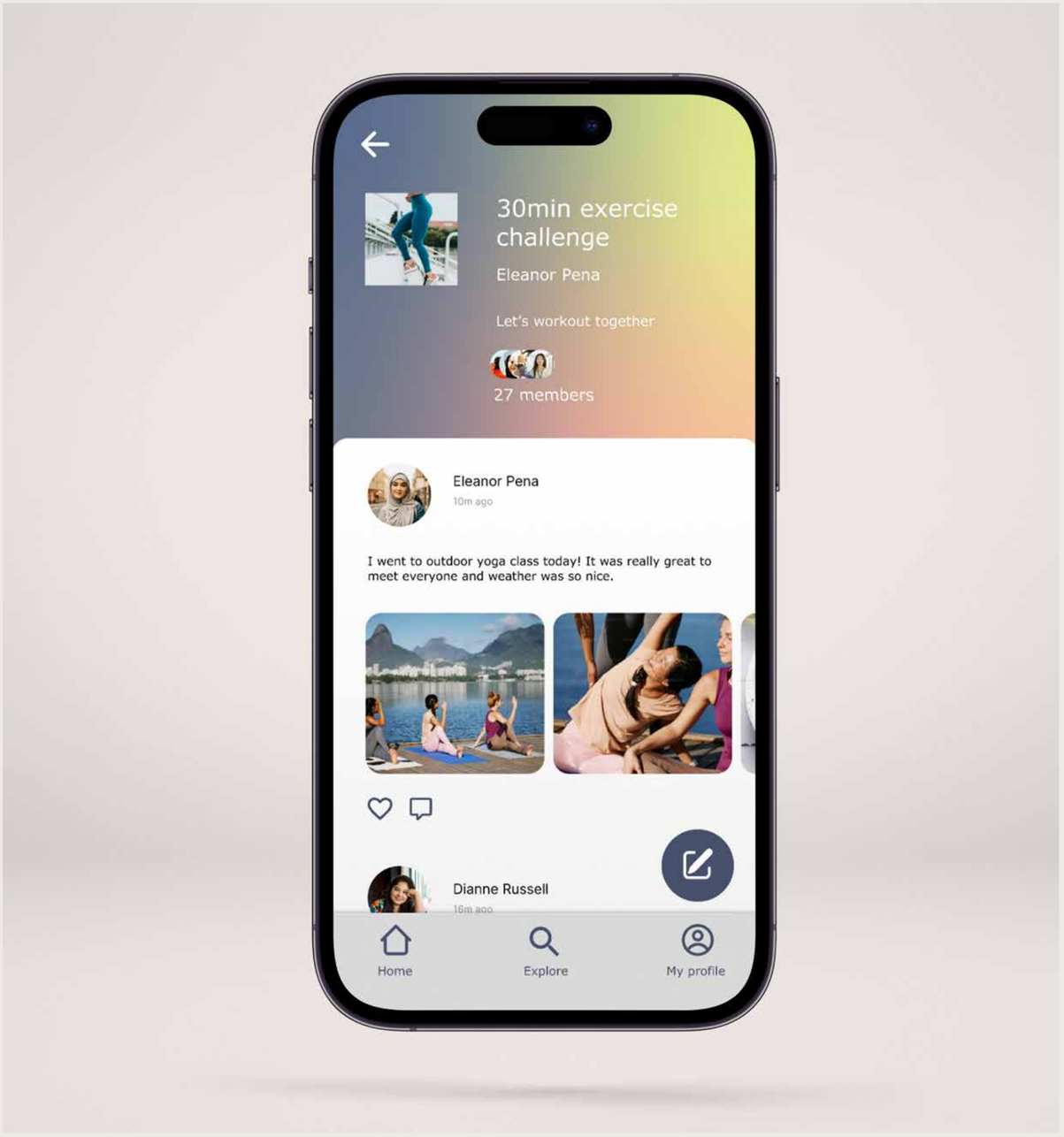
Clear Space

The minimum clear space aroun the logo should be equivalent to the height of the letter "e" in the BetterMe wordmark. This ensures that the logo is not crowed by surrounding elements and maintains its visual prominence.


BetterMe
BetterCity
Download BetterMe App
and Find the Healthiest
Communities Near You


BetterMe
Change Begins with Better Me
Get Started


All set!
We have recommendation based on your interest.
Better Balance Yoga
Let's walk in Houston
30min workout challange
Join
Skip for now
Explore
Create your profile
Name
Weight
Choose Your Age
What's your main goal?
Lose weight
Gain weight
Next


30min exercise challenge
Eleanor Pena
Let's workout together
27 members
Eleanor Pena
10m ago
I went to outdoor yoga class today! It was really great to meet everyone and weather was so nice.
Dianne Russell
16m ago
Home
Explore
My profile

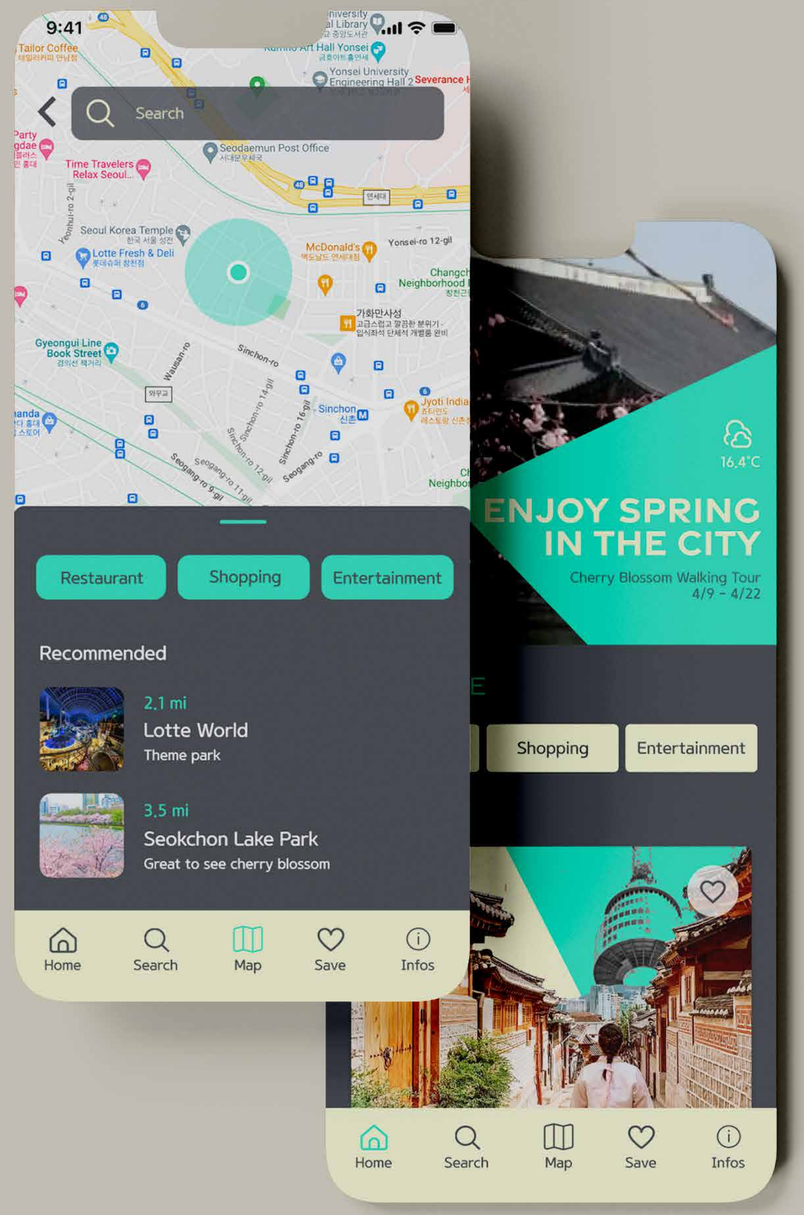
/ 2

SEOULMATE

Identity / UX / UI

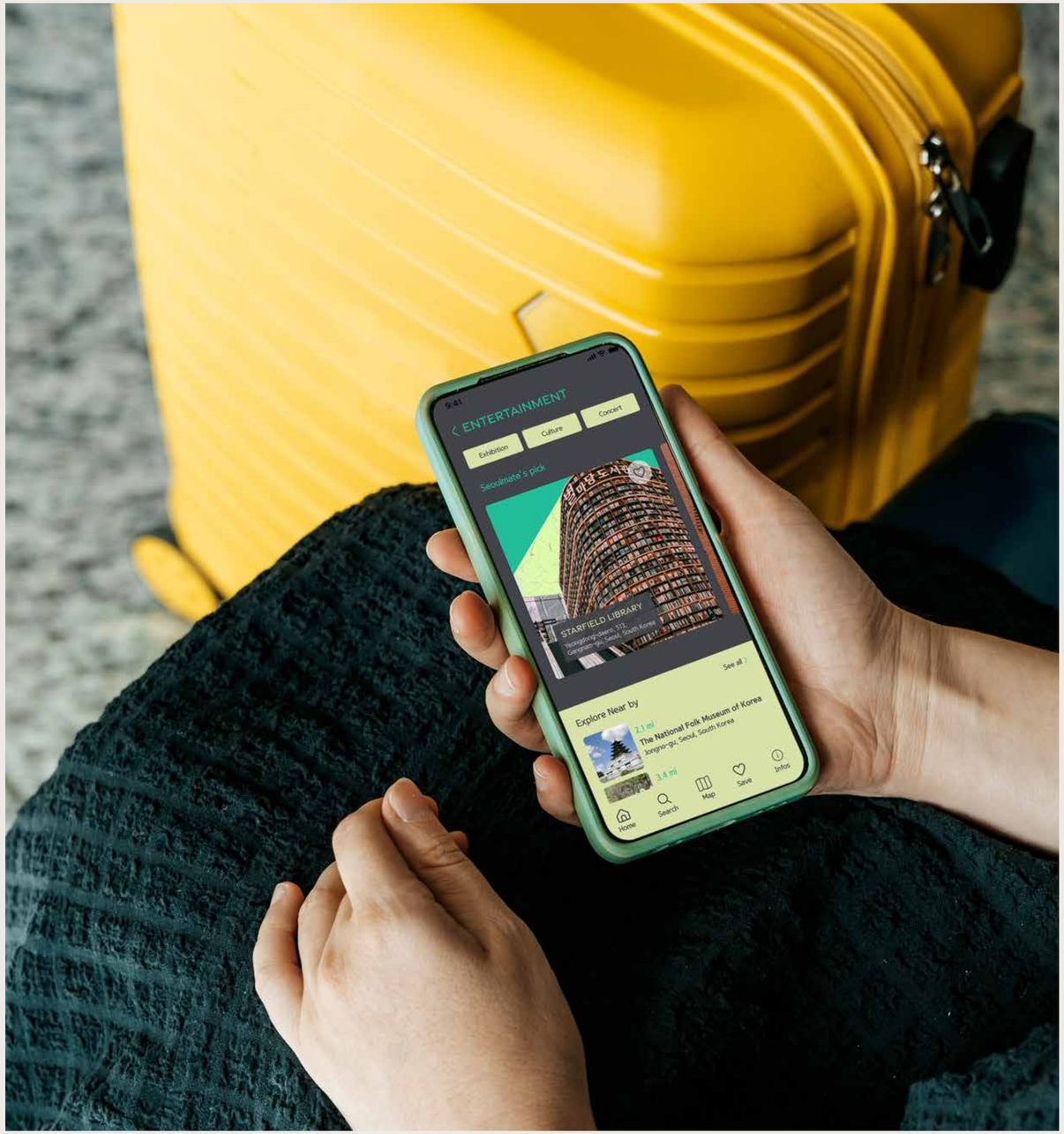
Seoulmate is a travel guide app designed to revolutionize the way travelers navigate and experience their journeys in Seoul, Korea. Sharing information on local restaurants, exhibitions, and shopping places, this app aims to provide a comprehensive and personalized travel experience.

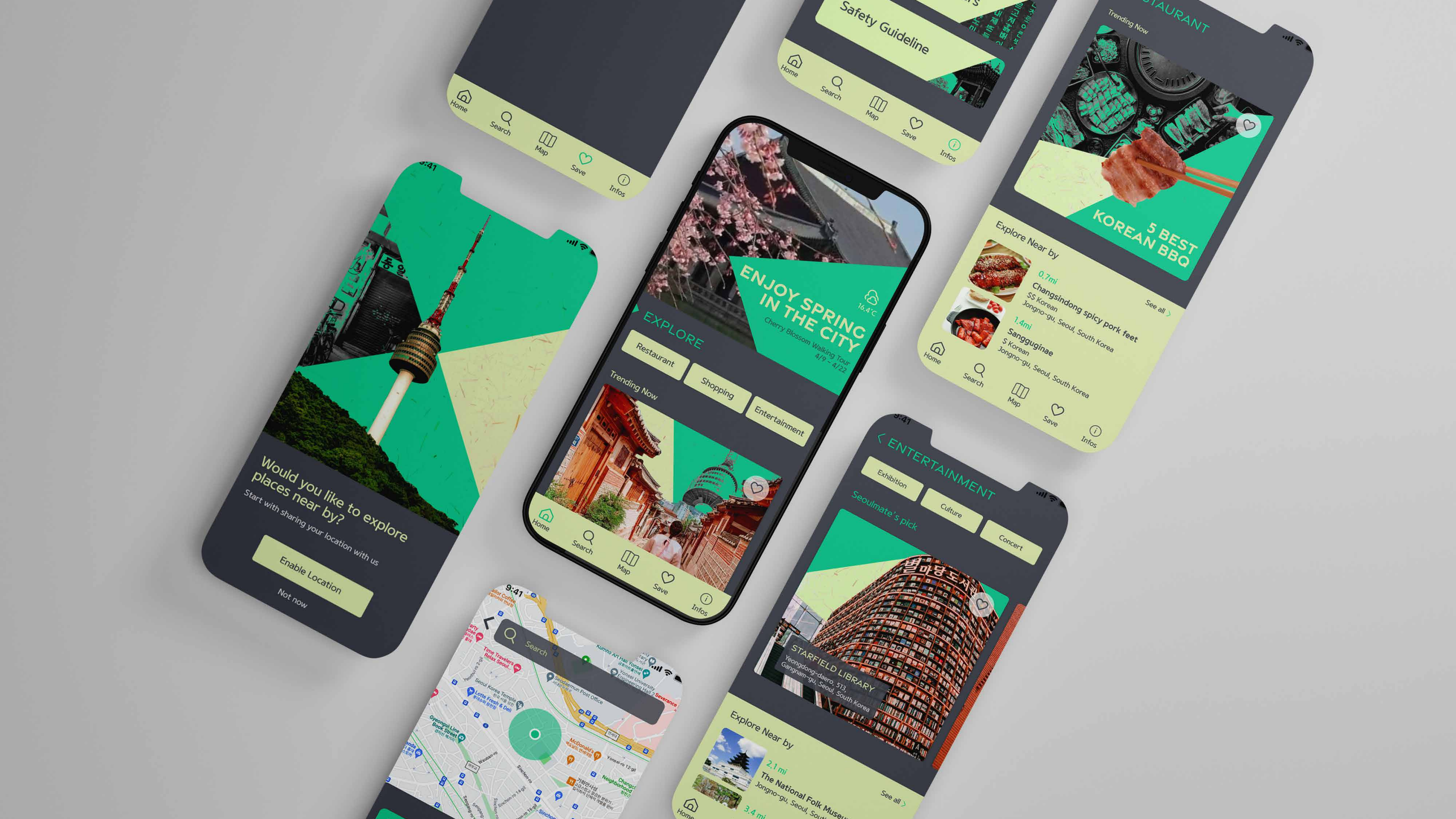
Professor	Sibylle Hagmann
Year	2023
Course	App Interface Design



START

SEARCH	MAP	SAVES	INFOS	CATEGORIES
Recent	Current location	My saves	Weather	Restaurant
Keywords	Recommendations near by		Learn Korean	Shopping
By region			Safety Tips	Entertainment



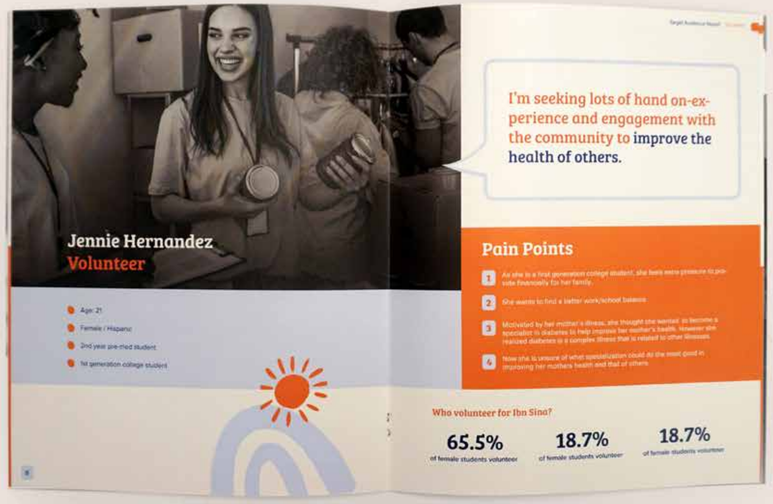

Safety Guideline
Home
Search
Map
Save
Infos
ENJOY SPRING IN THE CITY
16.4°C
Cherry Blossom Walking Tour
4/9 - 4/22
EXPLORE
Restaurant
Shopping
Entertainment
Trending Now
Would you like to explore places near by?
Start with sharing your location with us
Enable Location
Not now
9:41
Search
Trending Now
5 BEST KOREAN BBQ
Explore Near by
0.7mi
Changsindong spicy pork feet
$$ Korean
Jongno-gu, Seoul, South Korea
See all
1.4mi
Sangguginae
$ Korean
Jongno-gu, Seoul, South Korea
ENTERTAINMENT
Exhibition
Culture
Concert
Seoulmate's pick
STARFIELD LIBRARY
Yeongdong-daero, 513
Gangnam-gu, Seoul, South Korea
Explore Near by
2.1 mi
The National Folk Museu
Jongno-gu, Seoul, Sout
See all
3.4 mi

/ 3

IBN SINA FOUNDATION
Identity / Print

Ibn Sina Foudation is a non-profit organization which offers integrated care services to low-income patients in the Houston area. The primary objective of this project is to create a brand identity that effectively resonates with the identified personas, aligning the Ibn Sina Foundation's visual identity with their core mission of providing integrated care to the community.

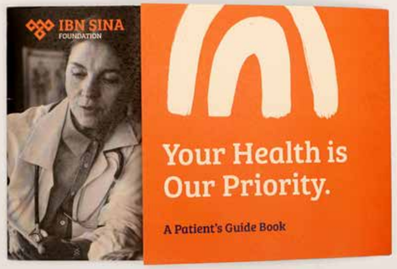
Professor	Cynthia Stipeche
Year	2023
Course	Awareness Campaign Through Targeted Storytelling


Jennie Hernandez
Volunteer
Age: 21
Female / Hispanic
2nd year pre-med student
1st generation college student
I'm seeking lots of hand on-experience and engagement with the community to improve the health of others.
Pain Points
1
2
3
4
Who volunteer for Ibn Sina?
65.5%
of female students volunteer
18.7%
of female students volunteer
18.7%
of female students volunteer

I'm attempting to connect with those in our community that face more barriers when it comes to accessing healthcare.
Who are the government parters?
64%
of government workers are male
6%
Federal employment makes up 6% of the population.
Pain Points
1
2
3
4
Eric Setiawan
Government Affiliate
Age: 47
He serves on several boards of community professional and civil rights organizations.
Assistant Director of Houston Health Deportment

Where does Ibn Sina's funding come from?
69%
from patient fee
11%
Pain Points

IBN SINA
FOUNDATION
Your Health is Our Priority.
A Patient's Guide Book
Better Health Starts Here.
A Volunteer's Guide Book
Healthcare for A Better Community
A Donor's Guide Book


IBN SINA
FOUNDATION
Your Health is Our Priority.
A Patient's Guide Book

Clinic Locations
If You Are Experiencing Symptoms
No Show Policy

Like a rainbow,
we are here for our community –
from beginning to end.
IBN SINA
FOUNDATION

/ 4

TYPECON
Identity / Typography

TypeCon Paradigm Shift is an identity system for an annual typographic conference held by the non-profit Society of Typographic Aficionados (SOTA). The theme is based on coding and algorithms, which includes a shift of shape and color. The identity system includes a poster, environmental graphics, and schedule brochure.

Professor	Cheryl Beckett
Year	2022
Course	Conference Identity Design

PARA DIGM SHIFT
TYPECON 2024
VIP PASS
TYPECON 2024
PARA DIGM SHIFT

TY PE CON
PARA DIGM SHIFT
Talia Cotton
Speaker
Designer and Coder

2024 TY PE CON
S {o} T A
PARA DIGM SHIFT

TY PE CON
SAN JOSE, CA
03. 08. 24
A Paradigm determines the way we understand the structure of a specific part of reality, in this case, Design.
S {o} T A
PARA DIGM SHIFT
SAN JOSE, CA
03. 08. 24
2024 Speakers:
Alex Trochut
Talia Cotton
Christoph Grunberger
Mindaugas Dudenas
S {o} T A

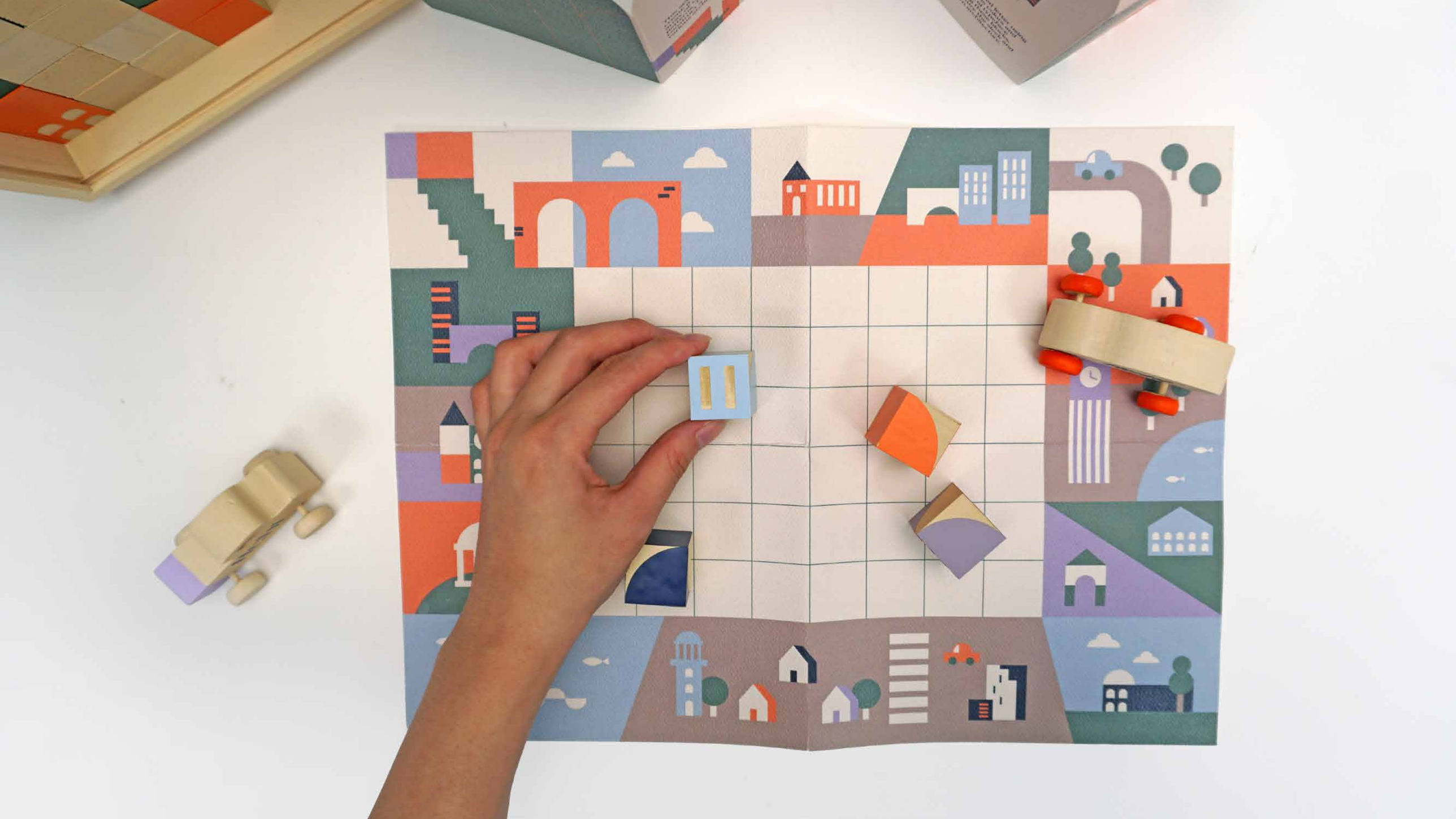
/ 5

ACHI MODULAR TYPEFACE

Typography / Illustration

The project develops a character set using up to three building blocks, forming letters with modular components. Achi is a modular display typeface that draws inspirations from the arch, geometric shapes, and stability inherent in modern architecture.

Professor	Sibylle Hagmann
Year	2023
Course	Typography Design



/ 6

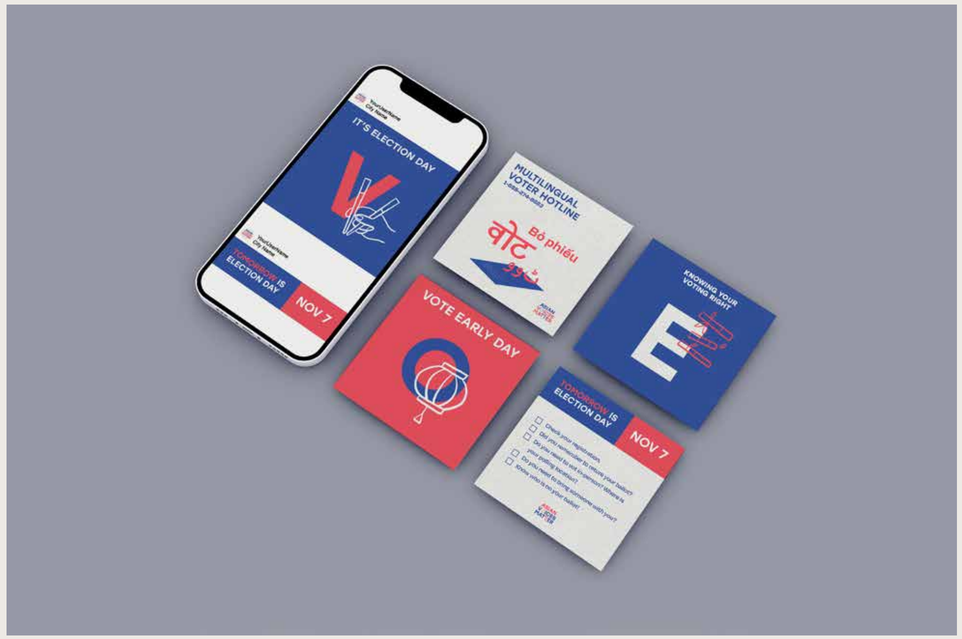
VOTE CAMPAIGN

Motion / Identity / Illustration

“Asian Go Vote” is a poster created for the American Institute of Graphic Arts (AIGA) Get Out the Vote campaign serve as the basis of an extensive identity system for Asian Americans. It uses Asia-inspired illustrations to represent the word VOTE.

Professor	Joshua Unikel
Year	2023
Course	Motion Graphic

WHAT'S YOUR CHOICE?
YOUR RIGHT
YOUR CHOICE
V O T E
Barley Tea
Sencha Tea
I VOTED
I VOTED
투표했어요


IT'S ELECTION DAY
NOV 7
MULTILINGUAL VOTER HOTLINE
Bỏ phiếu
VOTE EARLY DAY
KNOWING YOUR VOTING RIGHTS
TOMORROW IS ELECTION DAY
NOV 7

ASIAN VOICES MATTER
VOTED
ฉันโหวตแล้ว
I VOTED
TODAY
ASIAN VOICES MATTER
VOTED
Tôi đã bỏ phiếu.

THANK YOU.

832.633.1698 / yebin0154@gmail.com / ysongdesign.com