

SOOBIN SHIN

Who is watching,
and why?

Brand storytelling. Audience curiosity.
Communication grounded in empathy.



SELECTED WORK / 2026

Public Relations and Advertising

USC Annenberg School for Communication and Journalism

I want to understand the person watching.

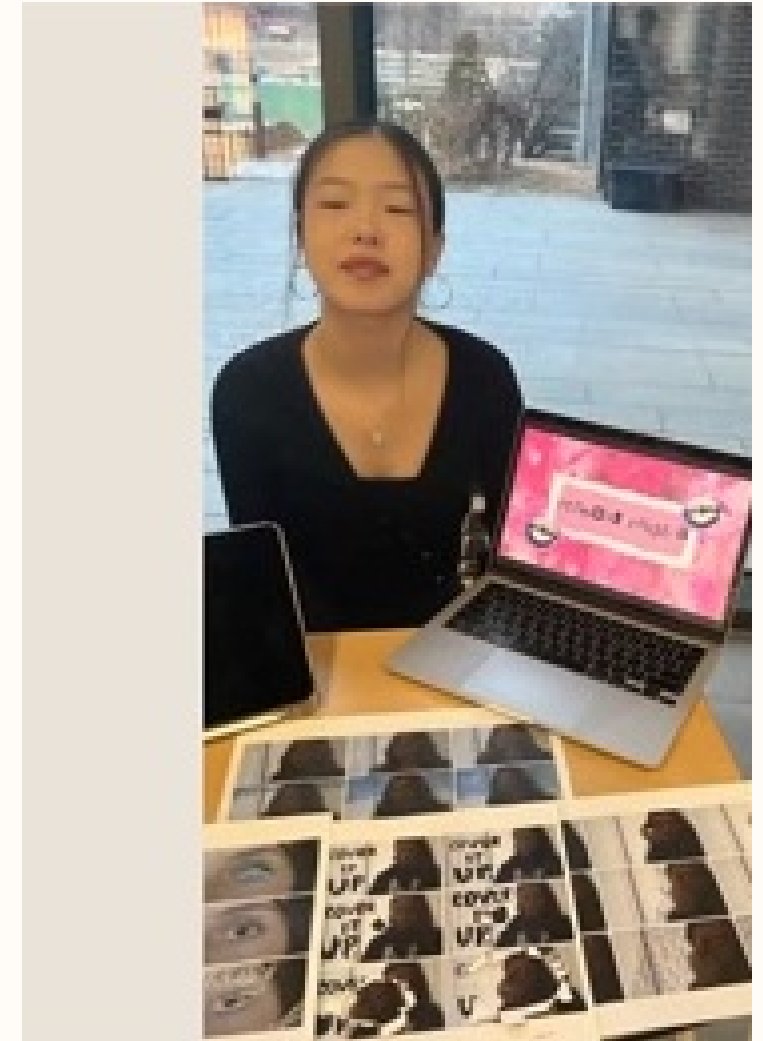
When one TikTok reached 300,000 views and another reached 10,000, I wanted to understand what changed. Similar choreography and outfits could not explain the difference on their own.

Through RISD summer courses, school publicity work and PINK BUG, I began connecting visual storytelling with audience response. My question shifted from how to make something look good to how to make it connect.

SELECTED ROLES

TikTok co-creator with a friend; editor in my school publicity club; creator of the PINK BUG character concept and original drawings.

First-person passages edited from the supplied statements and brand story.



The post that made me ask why

300K

TikTok views / one post

10K

TikTok views / another post

MY ROLE

I co-created TikTok content with a friend. Brands including Lewkin discovered us and offered partnerships.

THE QUESTION

Why did two clips with similar choreography and outfits attract such different levels of attention?

WHAT I COULD CONCLUDE

The view counts showed a difference in reach. They did not tell me whether timing, format, distribution or audience fit caused it.

WHAT I WANT TO LEARN

How to use audience research and platform data to investigate performance rather than guess from appearances.

Source: Soobin's supplied first-person statement. Counts are self-reported individual-post views, not unique viewers or verified engagement rates. Partnership offers are not presented as completed paid campaigns.

Make the audience part of the story

30K

views on my first school Instagram Reel

As an editor in my school publicity club, I experimented with humor, quick cuts and questions that revealed the people behind the game.

When later videos underperformed, I began noting how format and content changed audience response. That observation motivated a deeper interest in communication research.

Source: supplied student statement; 30K is self-reported. No causal test is claimed.

AN INTERVIEW HOOK

What's your favorite
pregame music?

MY CONTRIBUTION

Editing and experimenting with the format and interview questions used in school publicity content.

Why I created PINK BUG

Growing up with Korean and American cultural influences made me curious about how the same symbol can mean different things to different people. I began with the ladybug and its association with luck, then asked what luck could mean to my generation.

For me, luck is the possibility of becoming the person I want to be. PINK BUG became a way to express emotions that are not always visible: freedom, loneliness, uncertainty, pressure and hope.

I paired the tenderness I associate with pink with an insect that some people instinctively avoid. The contrast asks: why do we welcome some appearances and judge others so quickly?



THE MESSAGE

You deserve respect as you are, and room to grow into who you want to become.

From a personal story to a brand message



AUDIENCE INSIGHT / CREATIVE HYPOTHESIS

People may look similar from the outside while carrying very different feelings and ambitions. This is the starting hypothesis, not a survey finding.

BRAND PROMISE

A playful symbol that makes space for different versions of ourselves.

VOICE OF TONE

Warm, curious and encouraging. Ask questions that invite recognition rather than telling people how to feel.

One recognizable symbol. Multiple emotional entry points.

Different forms. Different inner lives.



JUST ME

Being accepted as I am.

YOUNG & FREE

Curiosity, freedom and youthful energy.

LOST

Uncertainty about the next direction.

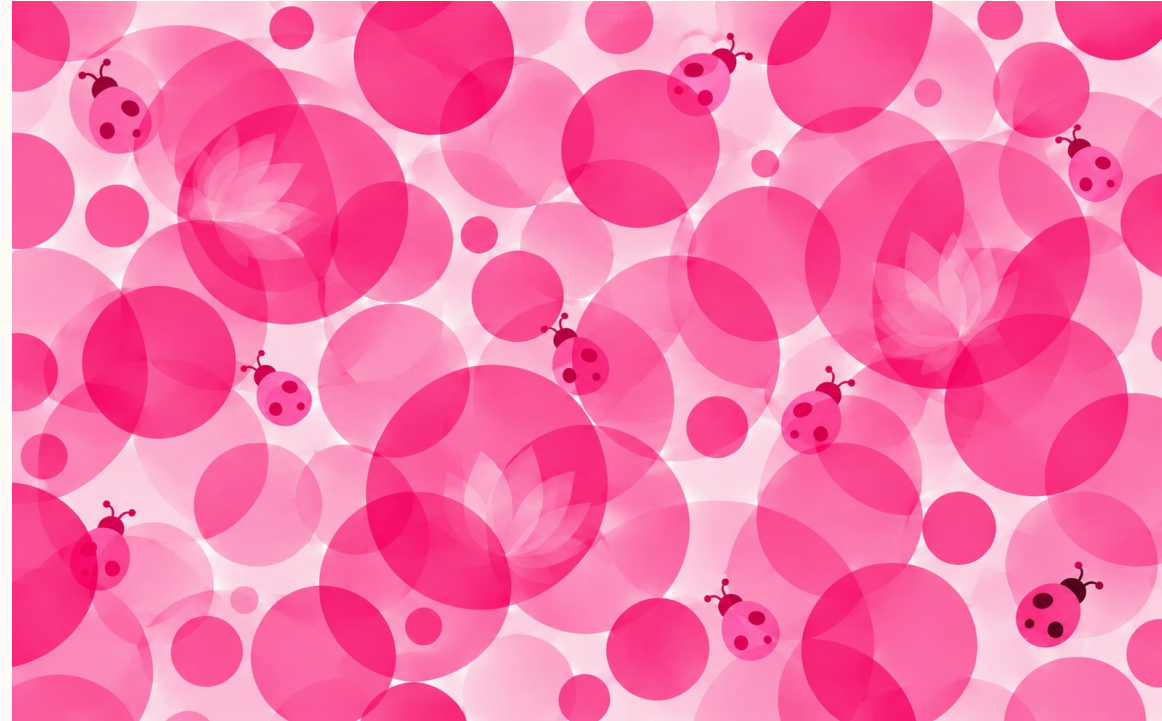
The wider concept also includes Alone Together, Pressure and Somewhere Else. The supplied drawings shown here document selected character studies within that wider emotional narrative.

A visual language people can recognize



CHARACTER

A pink body, dark head, dots and antennae provide a consistent anchor across variations.



PATTERN

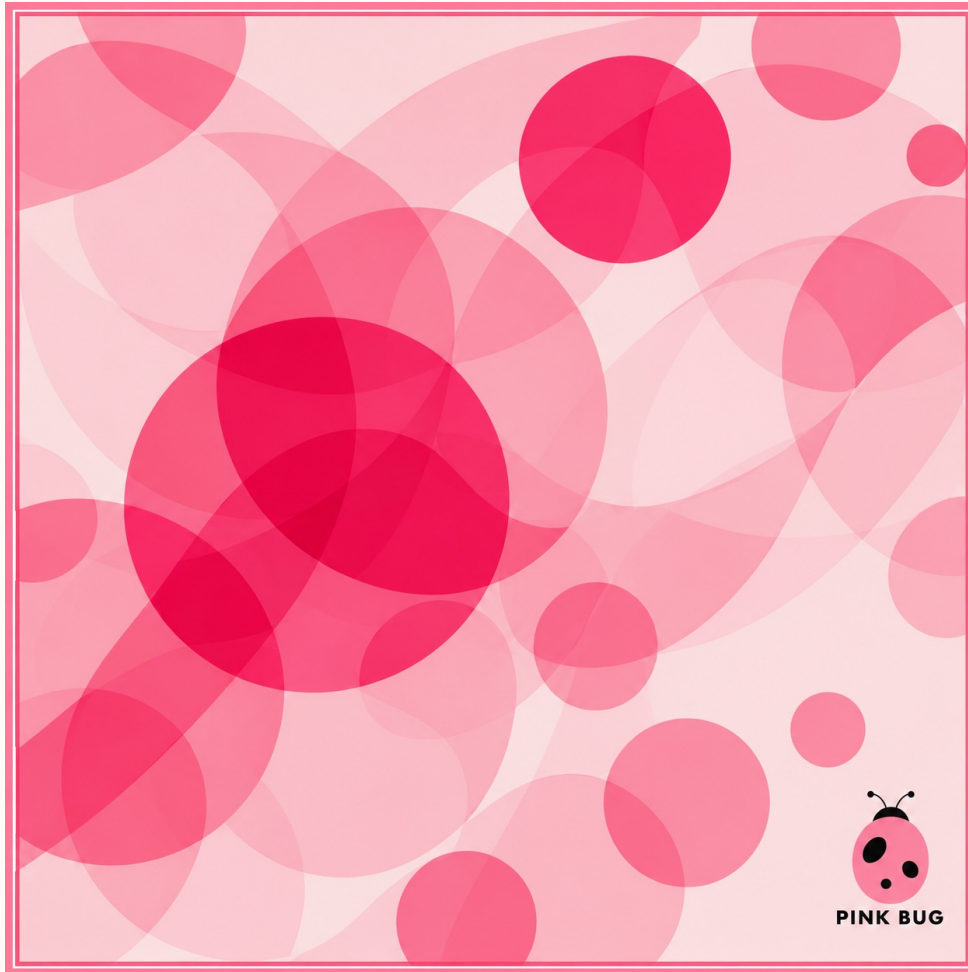
Changes in circle size, transparency and overlap allow one vocabulary to carry different moods.

INFLUENCE & INTERPRETATION

Yayoi Kusama's dots, repetition and infinity inform the exploration. PINK BUG focuses on difference within repetition.

PINK / BLUSH / DARK ACCENTS / TRANSLUCENT LAYERS

Let the story enter everyday life

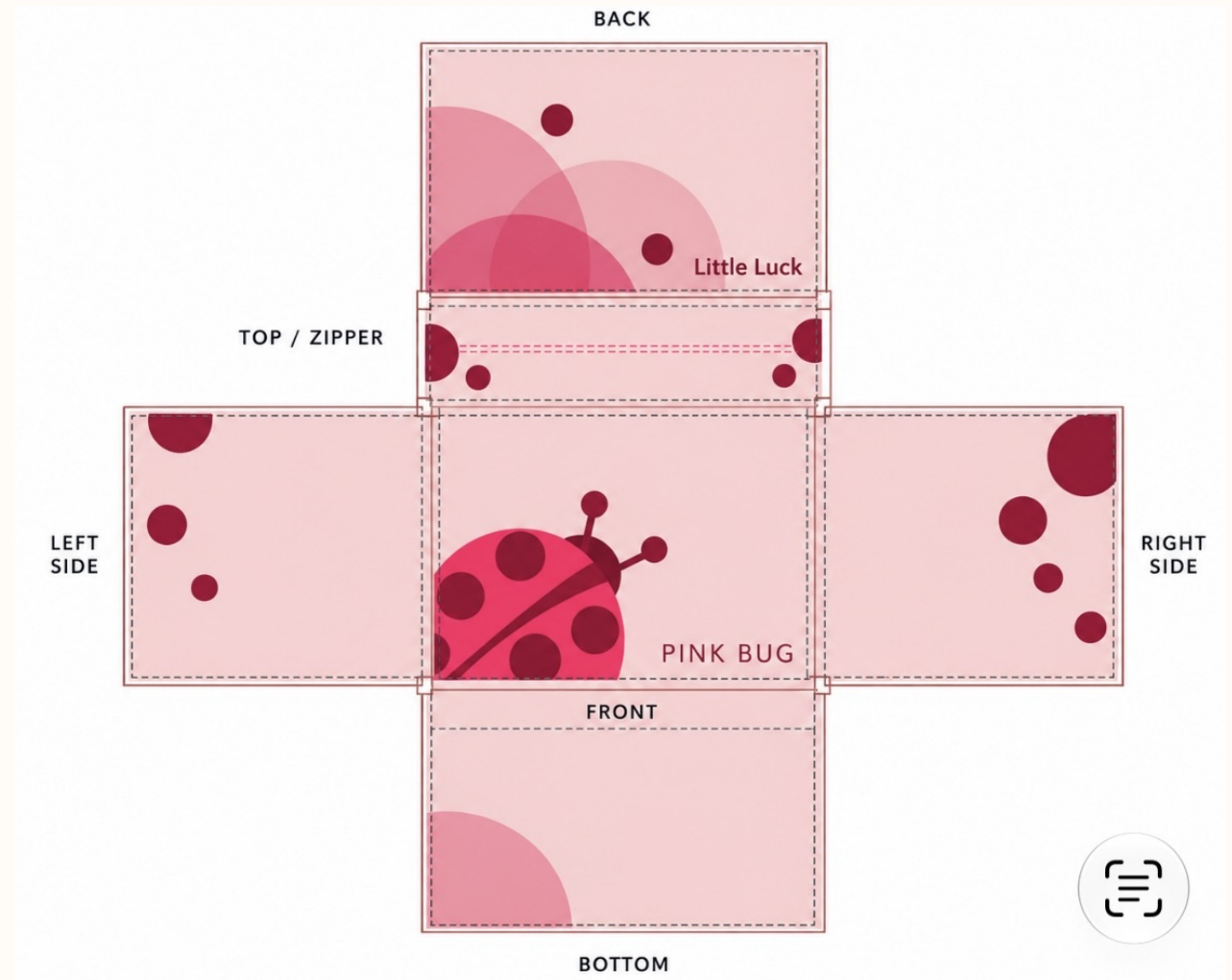


SCARF GRAPHIC

Overlapping circles carry the brand into a wearable surface.

Design applications shown here; flat artwork is not evidence of a completed physical prototype.

PATTERN TO APPLICATION



POUCH ARTWORK / FLAT DESIGN

A recognizable front graphic and the phrase Little Luck connect the object with the brand story.

One story, three ways to meet it

01 WEBSITE

pinkbug.kr

Role: give the brand a home.

Introduce the origin story, show designs and products, and guide visitors toward purchase information.

02 IN PERSON

Naegok-dong Community Center

Role: explain and listen.

Present and sell products directly, describe the idea face to face, and create opportunities for questions.

03 SHORT VIDEO

60-second introduction

Role: make the story personal.

A concise introduction to Soobin and her creative motivation. The supplied 60-second film is included on page 13. Public distribution is not asserted.

RECOGNIZE THE SYMBOL / UNDERSTAND THE STORY / START A CONVERSATION

From a visual identity to a real encounter



NAEGOK-DONG COMMUNITY CENTER / DIRECT SELLING

The brand was presented through direct product sales at a community event. The display brought the character, product and purchase information together in one physical setting.

Evidence: stills extracted from the supplied event video. Sales totals, visitor counts and customer quotations are not asserted.

For PINK BUG, I connect creative decisions with practical questions about products, pricing and stock. The project ledger organizes unit costs, selling prices, inventory and sales entries.

Unit economics and pricing

Inventory and transaction tracking

The saved Numbers preview shows zero in the sales-quantity and actual-revenue fields. Expected revenue and expected profit are planning figures, so they are not presented as achieved sales. Direct selling at the community event is documented separately.

Love, in action. A portrait in 60 seconds.



THE FILM

Soobin&Daddy.mp4; / 60.0 seconds / 1280 x 720 / with audio. The supplied film combines family, service, cheerleading, school and PINK BUG moments.

COMMUNICATION INTENT

Let ordinary moments show care, curiosity and participation. Family experience gives the wider portfolio a personal foundation.

WATCH THE SUPPLIED FILM

The editable HTML includes a playable copy. The PDF link opens the video file in ChatGPT; viewer access may require the owner's account.

Film supplied as a finished asset; production credits are not assigned beyond the evidence provided.

Understanding begins with a conversation



My dad's disability did not change the love and support he gave me. What challenged me was how other people sometimes interpreted our family through pity.

In a conversation with a friend, I reacted defensively to what I heard as an assumption about our lives. As we kept talking, I began to recognize that I had made assumptions about her intentions, too.

WHAT I LEARNED

I want to influence perspectives by listening as carefully as I speak. Communication can make room for a person's lived experience, one conversation at a time.

Edited from Soobin's supplied reflection. This is personal experience, not a measured advocacy campaign.

The questions I want to keep asking

I want to study Public Relations and Advertising because creating a message and understanding its audience belong together.

AUDIENCE RESEARCH

Who is watching? What do they bring to the message, and what do I still need to learn about them?

STRATEGIC STORYTELLING

How can a visual idea become a clear story across a brand, a short video and a personal conversation?

TRUST & RESPONSIBILITY

How can I represent people with respect and describe results without confusing reach, revenue or impact?

PINK BUG gives me a symbol.
Content creation gives me questions.
My family reminds me to listen.

The work, the sources and my contribution

ORIGINAL WORK & ROLES

Original character drawings and the personal brand concept are attributed to Soobin Shin. Her statement describes TikTok co-creation, school publicity editing and RISD summer study. Website building and production support are not claimed as solo work.

VISUAL & VIDEO SOURCES

Supplied original drawings, pattern/scarf graphics and pouch flat artwork; Pink_Bug_Event.mp4; Soobin&Daddy.mp4; two supplied first-person statements; Pink_Bug_Sales_Ledger.numbers. Website channel: pinkbug.kr.

COUNTS & COMMERCIAL DATA

300K and 10K TikTok views, 30K school Reel views and partnership offers are from the student statement. No platform analytics were supplied. The Numbers saved preview records zero units sold and KRW 0 actual revenue.

ASSISTANCE & INFLUENCES

English adaptation, portfolio writing, layout and document preparation used AI/editorial assistance. The finished personal film was supplied; its production roles are not inferred. Kusama's dots and repetition are artistic influences; no collaboration is implied.

A selected-work portfolio for presenting Soobin's interests and experience. Submit only through channels permitted by the application. No unsupported sales, testimonials or campaign-effectiveness claims are included.