

## WORK EXPERIENCE

### Founder, Happy Pit Bulls / NYC 1/2024 to Present

- Developed the brand and designed T-shirts to advocate for shelter animals and highlight the affectionate nature of pit bulls by posting portraits of local shelter animals on social media.

### Communication Designer, Ticketmaster / NYC 9/2022 to 8/2023

- Assisted the marketing team, contributing to a 20% increase in concert attendance in 2023 compared to 2022, highlighted by notable concerts from Taylor Swift and Beyoncé.
- Innovated UX/UI layouts for the “Remind Me” feature on the app, delivering timely alert messages to users, thereby significantly boosting user engagement and event attendance.
- Led the creation of dynamic logos and videos using Adobe After Effects for LED screens at prominent sports and concert events, boosting brand visibility and engaging audiences.
- Worked with the MetLife Stadium team to revamp directional signage and arrangements in the Ticketmaster Suite, resulting in improved visitor navigation and brand representation.

### Freelance Motion Designer, Old Navy / San Francisco 7/2022

- Elevated brand storytelling for the Old Navy WE initiative through dynamic motion animations, enriching user engagement and fostering inclusivity within the brand community.
- Reinterpreted each artist’s work and designed animated graphic ornaments to enhance the original videos, reinforcing both the artist’s work and products.

### Freelance Senior Graphic Designer, Athleta / San Francisco 5/2022 to 6/2022

- Collaborated with cross-functional teams including product managers, engineers, marketers, and researchers, effectively communicating design concepts and decisions to work on UX/UI design, creating homepage header assets using Adobe XD to promote the Athleta Rewards program on the website, enhancing user acquisition and retention.
- Contributed to the creation of marketing emails and banners, adhering to brand guidelines and UX best practices, resulting in improved engagement.

### Digital Production Designer, Benefit Cosmetics / San Francisco 2/2022 to 4/2022

- Created captivating animated motion graphics to showcase Benefit’s eye makeup products on social media platforms, effectively communicating product features.
- Modified advertising print campaign files for visual merchandise displays in various shops to reach customers, while coordinating with worldwide offices.

### Senior Digital Designer, Nutrafol / NYC 12/2021 to 1/2022

- Brainstormed, conceptualized, and executed engaging motion graphics and storyboards for social media campaigns, focusing on simulating user experiences (UX) and user interfaces (UI) of hair growth supplement products in animated videos. This strategic approach effectively conveyed the benefits of the supplements, driving customer acquisition.

### Senior Digital Designer, Chairish / San Francisco 7/2021 to 11/2021

- Designed immersive email campaigns and animated banners to boost engagement and conversion rates, maintaining brand aesthetics and UX/UI best practices. Additionally, I enhanced visual assets for the homepage to align with strategic brand objectives.

### Integrated Designer, Himatsingka / NYC 2/2020 to 7/2020

- Created eco-friendly branding packages for sustainable home interior products, designed display signage for major retailers like Costco and Walmart, and crafted seasonal print catalogs featuring licensed products from Tommy Hilfiger, Calvin Klein, and Kate Spade for Market Week Expo.

# Soo Kim

## VISUAL DESIGNER

with a Focus on Motion Design

New York • San Francisco

## CONTACT

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## EDUCATION

### Columbia University / NYC

Global Thought, MA

Expected Graduation: May 2025

- Enrollment: September 2024

### Parsons School of Design / NYC

Illustration, BFA , 2009

### Fashion Institute of Technology / NYC

Graphic Design, BFA, 2003

## AWARDS

### Parsons Dean’s Scholarship

2006 to 2008

## SUMMARY

I am a Visual Designer originally from New York, with a year of living and working experience in San Francisco. My expertise lies in creating innovative motion and digital designs, supported by a strong background in online retail, fashion, music, publishing, media, and beauty.

From 2024 to 2025, I will be enrolled in the Global Thought MA program at Columbia University, where I will study global policies, marketing, and communication to prepare for a leadership role in the international marketplace. I aspire to advance as an Art Director, demonstrating leadership and specializing in digital and motion projects that drive success.

### **Freelance Motion Graphic Designer, Cowboy Bear Ninja / NYC 1/2020 to 2/2020**

- Redesigned and edited a promotional reel with the Motion Design Studio team, using Adobe After Effects and Premiere Pro to enhance UX/UI and brand identity, optimizing client workflows for maximum engagement and satisfaction.

### **Digital Production Designer, Woman Within / NYC 9/2019 to 12/2019**

- Designed homepage layouts and email campaigns to boost the Christmas retail sales, employing user-centric design principles (UX/UI) for an enriched customer experience. It helped increase sales during the Christmas shopping season.

### **Graphic Designer, Tiffany & Co. / NYC 10/2018 to 3/2019**

- Curated page layouts, employing user-centric design principles (UX/UI), for the Brand Timeline on the homepage, showcasing the brand's heritage for a newly launched website.
- Collaborated with the social media team to design motion graphics and Paid Media Toolkits for global branches, enhancing brand presence and customer engagement.

### **Senior Digital Designer, Lacoste / NYC 2/2018 to 4/2018**

- Crafted layouts for the US homepage and e-newsletters, collaborating with the French headquarters and incorporating user-centric design principles (UX/UI).
- Collaborated with Supreme on a product release campaign, successfully rebranding Lacoste to appeal to a younger audience and enhancing its market appeal.

### **Senior Digital Designer, Baublebar Jewelry / NYC 9/2017 to 12/2017**

- Assisted the Art Director with photo shoots, organized product inventories, and coordinated with the production team.
- Created concepts for email blasts and promotional banners, enhancing user engagement with a quirky fast fashion brand identity.
- Animated motion graphics for social media, driving user interaction and brand awareness.

### **Digital Designer, Universal Music / NYC 5/2014 to 11/2014**

- Collaborated with the Digital Design team, Developers, and Project Managers to create visual assets such as mini-sites, splash pages, GIF animations, and banner ads for the homepages and social media of 3 affiliated labels: Republic, Island, and Def Jam Records, ensuring that each brand represented distinctive styles.

### **Web Designer, New York Daily News / NYC 4/2013 to 5/2013**

- Supported the Art Director in crafting online marketing ads for local vendors and creating content for the homepage of New York Daily Newspaper.

### **Digital Production Designer, Estée Lauder / NYC 10/2012 to 1/2013**

- Collaborated on crafting holiday campaigns and updating homepage layouts, resulting in boosted holiday shopping rates and enhanced website aesthetics.

### **Web Designer, Time Out New York Magazine / NYC 10/2008 to 2/2009**

- Collaborated with editors, developers, and Marketing to design landing pages, ads, and e-newsletters, amplifying the magazine's appeal and driving sales.

### **Digital Design Intern, Warner Music / NYC 5/2007 to 8/2007**

- Interned with the Digital Design team, creating "Buy Ringtones" and "Listen to Music" pages for various artists' websites to increase merchant sales.

### **Creative Design Intern, Lloyd & Co. / NYC 1/2007 to 10/2007**

- Organized the library of books and magazines, researched the magazine collection for fashion ad campaign ideas, and created concept presentation boards.

### **Creative Marketing Intern, Wenner Media / NYC 10/2005-12/2005**

- Supported the promotional design team in daily office tasks and contributed to designing advertorials for Men's Journal, Rolling Stone, and US Weekly.

## **AREAS OF EXPERTISE**

- Advanced Motion Graphics
- Visual Design
- Paid Social Media Marketing
- UX/UI-Focused Product Design
- Storytelling

## **SKILLS**

### **Software**

Adobe Creative Suites, Figma, Sketch, Adobe Photoshop, Adobe After Effects, Adobe XD, Adobe Illustrator, Adobe In-Design, WordPress, JavaScript, Blender, HTML, CSS, Adobe Premiere Pro

### **Languages**

Fluent in Korean and English—  
Proficient in reading and writing

### **Children's Book Publication**

The Misfits (2024)

Amazon: <https://a.co/d/jbtb2R0>

## **WORKSHOPS**

The courses taken from the institutions.

### **General Assembly / NYC Oct, 2014**

UX/UI Bootcamp Workshop

### **Gotham Writers / NYC 2021**

- Feature Writing
- Essay Writing
- Screen Writing
- Short Novel

### **Roundabout Theatre 06/2021**

Songwriting and Storytelling for  
Original Musical Theater

## **VOLUNTEER**

I have been helping animal shelters by assisting with various duties such as greeting people at adoption events, cleaning, and walking dogs.

### **Muddy Paws Rescue, NYC**

Animal Rescue

March 2023-Present

### **SF Muttville, San Francisco**

Senior dogs rescue  
2022

### **SF SPCA, San Francisco**

Animal Shelter  
2022