

Soo Kim
Digital/Motion Designer New York - San Francisco **E-mail:** skimpaper@gmail.com **Tel:** 646. 251. 7997 **Linkedin:** <https://www.linkedin.com/in/skimdesign>
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Career Summary: As a Digital/Motion Designer, I have effectively collaborated with companies of various sizes. My expertise revolves around crafting dynamic animated motion and designing digital assets finely tuned for social media platforms, homepages, and websites. This encompasses both content creation and website development.

WORK EXPERIENCE

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

-Created animated visuals for LED screens at sports and concert events using Adobe After Effects, both for stadiums and social media.
Additionally, contributed to the redesign of directional logo arrangements at the Ticketmaster Suite in MetLife Stadium.

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

-For Old Navy's WE initiative, spotlighting diverse women artists' work, I edited videos and crafted motion animations.

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

-Assisted the Loyalty Rewards team in creating assets using Adobe XD to promote Athleta Rewards on the website, and designed emails and MZP banners.

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

-Animated content for social media with Adobe After Effects. Resized and redesigned layouts for print ad campaign banners.

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

-Created storyboards and used Adobe After Effects to animate motion graphics for promoting hair growth vitamin supplements on social media.

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

-Created email campaigns, visual assets for the homepage, and contributed to digital production.

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

-Crafted a seasonal catalog featuring home products from Tommy Hilfiger, Calvin Klein, and Kate Spade for market week. Developed eco-friendly branding for a product line and designed display signage for major retailers including Costco, Walmart, and Sam's Club.

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

-Collaborated on re-designing and editing promotional reel with text and images using Adobe After Effects and Premiere Pro.

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

-Designed homepage layouts to boost online retailer sales during the holiday season and created custom creative assets optimized for various social media platforms.

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

-Collaborated with the social media team to design motion graphics and Paid Media Toolkits for Instagram and Facebook.
-Created page layout for Tiffany Timeline on the homepage and ad campaign banners.

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

-Created page layouts for the US homepage and e-newsletters using the French e-mail publishing tool Dartagnan.

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

-Generated concepts for e-mail blasts, crafted promotional banners, and devised homepage layouts.
-Created visual assets for Instagram, including short videos, GIF animations, and resized photos, collaborating closely with the Marketing team.

Madeline Weinrib / Assistant Art Director, 12/2016 to 3/2017

-Created e-blasts and product catalogs for the home interior product line company and ABC Home under the CEO's direction.
-Styled photoshoots of luxury home goods and Moroccan carpets for e-blasts and Facebook updates.

Universal Music / Digital Designer, 5/2014 to 11/2014

-Collaborated with the Digital design team to create visual assets like mini-sites, splash pages, GIF animations, and banner ads for homepages and social media of Republic, Island, and Def Jam Records.

iN DEMAND / Digital Production Designer, 10/2013 to 11/2013

-Developed online advertisements and holiday calendars.

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

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

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

-Collaborated with the digital design team on holiday season campaigns, including e-newsletters and banners.

La Prairie / Freelance Web Designer, 2012

-Created a promotional animation using Adobe After Effects for a pitch presentation meeting on the homepage.

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

-Collaborated with online editors and developers to design landing page layouts for the weekly published magazine.
-Teamed up with the Marketing department to create online ads and e-newsletters.

Warner Music / Digital Design Intern, 5/2007 to 8/2007

-Crafted "Buy Ringtones" and "Listen to Music" pages for multiple artists' websites.

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

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

Wenner Media / Creative Marketing Intern, 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.

Flash Light Media / Web Design Intern / Freelance Web Designer, 4/2001 to 12/2001

-Created page layouts and crafted animated illustrations for NYLON magazine's website using Flash.

EDUCATION & AWARDS

Parsons School of Design, BFA, Illustration, 2009

Fashion Institute of Technology, BFA, Graphic Design, 2003

Parsons Dean's Scholarship, 2006 to 2008

SKILLS

Motion Graphic: Animate, conceptualize and edit videos using Adobe After Effects, Adobe Premiere Pro and Blender

Design Software: Adobe After Effects, Figma, XD, Blender, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe InDesign, WordPress

Languages: English, Fluent at speaking and writing in Korean

Illustration:

-GRANIPH Japan / Freelance T-shirt Design, Spring 2006 & Winter 2008

-GAP Kids / Freelance T-shirt Design, FW/2007 Old Navy / Freelance Women's T-shirt Design, FW/2005

-Vogue Girl Korea Magazine 8/2004 to 12/2005 / Illustrated 2005 Horoscope drawing series for the magazine.

-Character design, 3D modeling with Blender, Illustrations for children's books, Featured in numerous magazine publications.