

Soo Kim

New York — San Francisco

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SUMMARY

Product & Design Leader | AI-Led Product Innovation

Multidisciplinary design leader blending motion, product, and AI-generated video. Launches digital products from concept to marketing as a one-person creator, using AI tools to accelerate production and drive business growth.

EXPERIENCE

Center for Smart Streetscapes (CS3), Columbia Engineering NSF Research Center

New York/NY

Communication Marketing Designer

2/2025-5/2025

- Coordinated and planned design and written content for social media, emails, engineering workshop events, and the website to support the CS3 research team in advancing Metro streetscapes and AI-driven city policies.

ENTREPRENEURIAL PRODUCT DEVELOPMENT

Generation Korean

New York/NY

Foundering Creative Director

1/2026-Present

- Founded Generation Korean, a creative platform advocating contemporary Korean culture in the global market sense.
- Lead AI-generative video content strategy across editorial and social, delivering revenue-generating campaigns that scale innovative Korean brands locally and globally.

Happy Pit Bulls

New York/NY

Foundering Art Director

1/2024-Present

- Founded Happy Pit Bulls, sharing portraits of shelter animals to advocate adoption, and leading the development of a T-shirt line.
- Applied entrepreneurial skills to drive social media content creating and build community engagement.

The Society of Fellows and Heyman Center for the Humanities, Columbia University

New York/NY

Administrative Assistant

9/2024-4/2025

- Supported literary postdoctoral research fellows with office tasks during academic panel events and luncheons.

Ticketmaster

New York/NY

Communication Designer

9/2022-8/2023

- 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.
- Drove product design development of the app's "Remind Me" feature, which delivers timely alert messages to users to improve engagement.
- Designed motions graphics using Adobe After Effects for LED screens at prominent sports and concert stadiums, boosting brand identity.
- Worked with the MetLife Stadium team to revamp directional signage and arrangements in the private Ticketmaster Suite, resulting in improved visitor navigation and brand representation.

E-COMMERCE MARKETING, FASHION, BEAUTY & LIFESTYLE

Created motion, UX/UI, homepage layouts, social media assets to enhance brand storytelling, and align with business goals.

Gap—Athleta & Old Navy

San Francisco/CA

Senior Graphic/Motion Designer

5/2022-7/2022

- Elevated brand storytelling for *Old Navy WE* campaign by dynamic motion animations for Instagram posts and stories.
- Designed UX/UI layouts, e-mail, social media aligned with advertising campaigns to boost consumer engagement.

Benefit Cosmetics	San Francisco/CA
Senior Digital Production Designer	2/2022-4/2022
<ul style="list-style-type: none"> Conceptualized and animated motion graphics to showcase Benefit's eye makeup products on social media platforms, effectively showcasing product features to a global cosmetic market. 	
Nutrafol	New York/NY
Senior Motion Designer	12/2021-1/2022
<ul style="list-style-type: none"> Developed motion graphics storyboards for seasonal social media campaigns to grow customer reach. 	
Chairish	San Francisco/CA
Senior Digital Designer	7/2021-11/2021
<ul style="list-style-type: none"> Designed email campaigns, animated banners, and home page assets adapting UX/UI best practices. 	
Himatsingka	New York/NY
Integrated Designer	2/2020-7/2020
<ul style="list-style-type: none"> Communicated with Walmart, and designed packaging, and print catalogues for licensed home interior products. Designed display signage, 3D spatial retail environments, and visual merchandising mockups for retailers such as Sam's Club, ensuring cohesive brand identity 	
Woman Within	New York/NY
Digital Production Designer	9/2019-12/2019
<ul style="list-style-type: none"> Developed a holiday sales campaign targeting plus-size apparel and refined digital marketing strategies across multiple online platforms. 	
Tiffany & Co.	New York/NY
Senior Digital Designer	10/2018-3/2019
<ul style="list-style-type: none"> Collaborated with the social media team to design motion graphics and Paid Media Toolkits for global branches, enhancing brand presence and customer engagement for the luxury brand. 	
Lacoste	New York/NY
Senior Digital Designer	2/2018-4/2018
<ul style="list-style-type: none"> Crafted layouts for the US homepage and e-newsletters, collaborating with the French headquarters and incorporating user-centric design principles (UX/UI) to drive sales in the US market. 	
Baublebar Jewelry	New York/NY
Senior Digital Designer	9/2017-12/2017
<ul style="list-style-type: none"> Collaborated on and refined marketing strategies to effectively engage fast-fashion jewelry customers. 	
Universal Music	New York/NY
Digital Designer	5/2014-11/2014
<ul style="list-style-type: none"> Worked 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. 	
New York Daily News	New York/NY
Web Designer	4/2013-5/2013
<ul style="list-style-type: none"> Supported the Art Director in crafting online marketing ads for local vendors and creating content for the newspaper. 	
Estée Lauder	New York/NY
Digital Production Designer	10/2012-1/2013
<ul style="list-style-type: none"> Collaborated with the digital design team on holiday season marketing campaign to attract holiday shoppers. 	
Time Out New York Magazine	New York/NY
Web Designer	10/2008-2/2009

- Collaborated with the Digital Marketing team to design landing page layouts and e-newsletters to support sales.

Warner Music New York/NY
 Digital Design Intern 5/2007-8/2007

Lloyd & Co. New York/NY
 Ad Agency Creative Intern 2/2007-10/2007

Wenner Media New York/NY
 Creative Marketing Intern at the Promotional Team of Rolling Stone, Men’s Journal, and US Weekly 10/2005-12/2005

EDUCATION

Columbia University New York, NY
 Master of Arts, *Global Thought* May, 2025

Honors: Scholarship

Selected Courses: Technology Marketing, Digital Literacy-Decision, Generative AI Applications, Policy Making, Political Economy, Effective Global Leadership for Economic, Communications, and Public Speech for Public & Private Sectors, African Literature, Philosophy

Parsons School of Design New York, NY
Degree: Bachelor of Arts, *Illustration* May, 2009

Fashion Institute of Technology New York, NY
Degree: Bachelor of Arts, *Advertising & Graphic Design* 2003

SKILLS

TECHNICAL & PRODUCT

Tools: Figma, Adobe Creative Suite (After Effects, Photoshop, Illustrator, Premiere), Sketch, XD, WordPress, Blender

Product Management: MVP Planning, UX/UI Design, A/B Testing, Cross-Functional Team Collaboration

AI Generative tools: Google Flow, Google Gemini, Kling AI, ElevenLabs, Groq, ChatGPT Sora, Data Visualization, Smart City Policy Communication

Languages: English (Fluent), Korean (Fluent)

VOLUNTEER

Animal Shelters

Help homeless animals finding new homes, and greet the public on outdoor adoption events.

Koreank9rescue: 1/2025-Present

San Francisco SPCA: 2022-Present

SF Muttville: 2022-Present

Muddy Paws Rescue NYC: 3/2023-11/2024

Broadway Community-Soup Kitchen: 1/2025-Present

Assisted in preparing and distributing meals and coffee to local homeless individuals.