

Soo Kim
New York — San Francisco
E-mail skimpaper@gmail.com | Phone 646-251-7997 | Portfolio: <http://www.airyspace.com>
LinkedIn <https://www.linkedin.com/in/skimdesign> | Writings: <https://medium.com/@designthebay>

SUMMARY

Art Director | AI-Led Motion Graphics & Product Development

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

EXPERIENCE

Patronus AI

San Francisco/CA

Freelance AI-Motion Designer

4/2026-5/2026

- Helped develop a concept exploring the digital world through autonomous agents, creating storyboards and animations using AI-generated video tools and Adobe After Effects for an “Open Source” announcement reel.

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

- 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

- Developed motion graphics storyboards for seasonal social media campaigns to grow customer reach.

Chairish

San Francisco/CA

Senior Digital Designer

7/2021-11/2021

- Designed email campaigns, animated banners, and home page assets adapting UX/UI best practices.

Himatsingka

New York/NY

Integrated Designer

2/2020-7/2020

- 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

- 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

- 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

- 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

- Collaborated on and refined marketing strategies to effectively engage fast-fashion jewelry customers.

Universal Music

New York/NY

Digital Designer

5/2014-11/2014

- 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

- 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
• 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: Google Flow, Google Gemini, Kling AI, ElevenLabs, Grok, ChatGPT, SeaDance, Data Visualization, Smart City Policy Communication, Vibe Coding, AI Music Producing (SUNO)

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.

