

Soo Kim

Art Director — Motion Design, Brand Creative & AI-Generative Product Development

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> | YouTube

SUMMARY

Multidisciplinary design leader blending AI-generated motion video, creative branding, and product development whose 15-plus year arc runs through entertainment, music, fashion, beauty, and media. Lead creative vision and production execution by effectively coordinating teams, workflows, and cross-functional collaboration. Launches digital products from concept to marketing as a one-person creator, using AI tools and motion graphics to accelerate derivable outcome and drive business growth.

EXPERIENCE

Patronus AI

San Francisco/CA

AI Generative Motion Art Director Consultant

4/2026-Present

Contract Art Director of a venture-backed AI startup's brand film, engaged under a compressed production window.

- Led the project from storyboard to final presentation, using Google Gemini, Kling, and Adobe After Effects to create a 30-second reel: "Preview of the First Digital World," exploring the emergence of digital worlds through autonomous agents, translating complex AI concepts into an engaging story for a general audience.
- Reviewed final Figma workflows and video presentations based on data analysis for internal team use.

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.
- Coined "Fantasy × Korean × Music" as founding thesis, then built out the editorial, social, motion, and music sync flow required to make an abstract positioning statement into a functioning content brand, which build a community that also leads to a monetization strategy.
- Engineered music as multi-cultural branding language, pairing AI generated K-pop multi-lingual playlist of 13 different languages using SUNO, across Spotify and Apple Music, extending brand reach past owned channels and into third-party distribution.

Happy Pit Bulls

New York/NY

Founder & Product Lead

1/2024-Present

Mission-driven founder translating advocacy into a creative monetization model

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

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

New York/NY

Communication Marketing Designer

2/2025-5/2025

Embedded creative liaison inside an NSF-funded engineering research center at Columbia University.

- 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, while positioned between engineers, researchers, and the public, translated technical findings on AI-driven city policy and community engaging public workshop.

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

Led multidisciplinary design across different dimensions of digital 2D, motion 3D, and spatial environments.

- Created motion graphics for LED screens across major stadiums and concert venues, developing scalable visual production systems for different regulations. Designed 2D video, social media assets, digital features, and 3D environmental video campaigns for brands including the NBA, MLS, and Barclays Center.
- 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.
- Worked with the MetLife Stadium team on site 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 for Athleta. Interpreted the brand's Loyalty point system into UX/UI layouts, email, and social assets calibrated against specific advertising and engagement targets.

Benefit Cosmetics

San Francisco/CA

Senior Digital Production Designer

2/2022-4/2022

- Conceptualized and animated a motion campaign start to finish — concept through final animation — translating eye-makeup product features into short-form social content for a global cosmetics audience.
- Supported production for seasonal global campaigns and prepared files for international branch offices.

Nutrafol

New York/NY

Senior Motion Designer

12/2021-1/2022

- Developed motion graphics storyboards for seasonal social campaigns to grow customer reach for hair-growth products competitive hair-growth product category targeting across diverse range of age, gender.

Chairish

San Francisco/CA

Senior Digital Designer

7/2021-11/2021

- Built seasonal campaign systems — email, animated banners, homepage assets — grounded in UX/UI principles for a vintage-inspired home goods marketplace.

Himatsingka

New York/NY

Integrated Designer

2/2020-7/2020

Brand-to-retail design lead bridging packaging, identity, and physical retail environments for a licensed home goods program.

- Led development of product packaging, brand identity systems, and product presentations for licensed home-interior products with Walmart, and designed retail signage and immersive 3D environments for retailers including Sam's Club and Walmart.

Woman Within

New York/NY

Digital Production Designer

9/2019-12/2019

- Developed a holiday sales campaign and formatted files 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

Global brand designer operating across product, marketing, and regional social teams for a luxury house.

- Partnered with marketing, product, and global social media teams to develop digital experiences, including homepage design, motion graphics from concept to execution, and paid media toolkits.
- Cultivated a unified brand narrative and ensured seamless execution across international markets and regional offices.

Lacoste

New York/NY

Senior Digital Designer

2/2018-4/2018

- Acted as sole digital design correspondent for the New York office, partnering with French headquarters to localize the brand's design language across homepage and e-newsletter experiences for U.S. consumers.

Baublebar Jewelry

New York/NY

Senior Digital Designer

9/2017-12/2017

- Refined digital marketing strategies and campaign assets for a fast-fashion jewelry brand, increasing customer engagement across email and social channels through interactive experiences such as sweepstakes, quizzes, and promotions.

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— early groundwork for a career-long thread connecting music, motion, and audience engagement.

Digital & Motion Designer

2005 – 2019

Specialized in e-commerce, brand identity, digital, and motion design for fashion, music, and media brands, delivering holiday campaigns, email/newsletter experiences, mini-sites, and social/display assets across a decade-plus of agency and in-house.

- New York Daily New Web | Designer, 4/2013-5/2013
- Estée Lauder Digital Production | Designer, 10/2012-1/2013
- Time Out New York Magazine | Web Designer, 10/2008-2/2009
- Warner Music | Digital Design Intern, 5/2007-8/2007
- Lloyd & Co. Ad Agency | Creative Intern, 2/2007-10/2007
- Wenner Media (Rolling Stone, Men's Journal, and US Weekly) | The Promotional Intern, 10/2005-12/2005

EDUCATION

Columbia University Master of Arts, *Global Thought*

New York, NY | May, 2025

Proactively curated an interdisciplinary course with a focus on management and leadership in digital marketing and communication, centering around the core study in global politics, economics, humanity, and society.

Honors: Scholarship

Relevant coursework: *School of Business:* Technology Marketing, Digital Literacy-Decision, Generative AI Applications

SIPA: Policy Making, Political Economy, Communications, and Public Speech for Public & Private Sectors

Core & Elective: Effective Global Leadership for Economic, 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 & TOOLS

- **Languages:** Korean (Native), English (Fluent)
- **Creative Leadership:** end-to-end creative direction, cross-functional stakeholder alignment, vendor and agency partner management, change management under ambiguity, brand governance, franchise and campaign storytelling, creative operations at scale
- **Motion & Production:** motion toolkits for high-volume production, brand and campaign, storyboarding through final delivery, social/digital/video/OOH/experiential formats
- **Software:** Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere), Figma, Blender, Sketch, XD, Shopify, Cinema 4D
- **AI-Generative Creative Production:** Kling AI, Google Flow, Gemini, SeaDance, Grok, ChatGPT, ElevenLabs, SUNO — end-to-end AI-assisted video and motion asset generation
- **Product & Strategy:** UX/UI design, MVP planning, A/B testing, go-to-market strategy, product development

VOLUNTEER

- Animal Shelter— Koreank9rescue, San Francisco SPCA, SF Muttville, Muddy Paws Rescue NYC (2022 – Present)

- Broadway Community Soup Kitchen — Meal preparation and distribution for local homeless individuals (Jan 2025 – Present)