

# Soo Kim

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## SUMMARY

A design leader specializing in motion and digital design who brings global training and cross-industry expertise to drive strategic, design-first product development that connects user needs with business objectives while guiding teams, and making meaningful impact.

## EXPERIENCE

<b>Center for Smart Streetscapes (CS3), Columbia Engineering NSF Research Center</b> Marketing Communication Assistant	New York/NY 2/2025-Present
<ul style="list-style-type: none"><li>Coordinated design and written content for social media, emails, engineering workshop events, and the website to support the CS3 team in the Metro traffic monitoring and AI-driven city policies.</li></ul>	
<b>The Society of Fellows and Heyman Center for the Humanities, Columbia University</b> Administrative Assistant	New York/NY 9/2024-4/2025
<ul style="list-style-type: none"><li>Supported literary postdoctoral research fellows with office tasks during academic panel events.</li></ul>	
<b>Happy Pit Bulls</b> Foundering Art Director	New York/NY 1/2024-Present
<ul style="list-style-type: none"><li>Developed the brand and designed T-shirts to advocate for shelter animals and highlight the affectionate nature of pit bulls by promoting portraits of local shelter animals on social media and built network.</li></ul>	
<b>Ticketmaster</b> Communication Designer	New York/NY 9/2022-8/2023
<ul style="list-style-type: none"><li>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.</li><li>Innovated UX/UI layouts for the “Remind Me” feature on the app, delivering timely alert messages to users,</li><li>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.</li><li>Worked with the MetLife Stadium team to revamp directional signage and arrangements in the Ticketmaster Suite, resulting in improved visitor navigation and brand representation.</li></ul>	
<b>Gap—Athleta &amp; Old Navy</b> Contract Senior Graphic/Motion Designer	San Francisco/CA 5/2022-7/2022
<ul style="list-style-type: none"><li>Collaborated with cross-functional teams including product managers, engineers, marketers, and researchers, effectively communicating design concepts and decisions to work on UX/UI design.</li><li>Elevated brand storytelling for the Old Navy WE initiative through dynamic motion animations, enriching user engagement and fostering inclusivity within the brand community.</li></ul>	
<b>Benefit Cosmetics</b> Digital Production Designer	San Francisco/CA 2/2022-4/2022
<ul style="list-style-type: none"><li>Created captivating animated motion graphics to showcase Benefit’s eye makeup products on social media platforms, effectively showcasing product features to a global cosmetic market.</li></ul>	
<b>Nutrafol</b> Senior Digital Designer	New York/NY 12/2021-1/2022
<ul style="list-style-type: none"><li>Conceptualized engaging informative motion graphics and video storyboards for social media campaigns, to promote the hair growth supplement products to customers.</li></ul>	
<b>Chairish</b> Senior Digital Designer	San Francisco/CA 7/2021-11/2021
<ul style="list-style-type: none"><li>Designed immersive email campaigns and animated banners to boost engagement and conversion rates, maintaining brand aesthetics and updated home page assets adapting UX/UI best practices.</li></ul>	
<b>Himatsingka</b> Integrated Designer	New York/NY 2/2020-7/2020

- Designed packaging, visual merchandising, and print catalogues for licensed home interior products to support major product distribution to global retailers, including Costco and Walmart.

#### **Woman Within**

New York/NY

Digital Production Designer

9/2019-12/2019

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

#### **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

- Designed email blasts, promotional banners, homepage layouts, and Instagram assets to engage fast fashion customers in collaboration with the Marketing team.

#### **Universal Music**

New York/NY

Digital Designer

5/2014-11/2014

- 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.

#### **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 Marketing team to design landing page layouts and e-newsletters to that supports sales.

#### **Warner Music**

New York/NY

Digital Design Intern

5/2007-8/2007

- Crafted "Buy Ringtones" pages for multiple artists' websites to boost sales of digital music products.

#### **Lloyd & Co.**

New York/NY

Creative Ad Agency Intern

2/2007-10/2007

- Conducted research in the archived magazine collection to source photos for brainstorming fashion ad campaign.

#### **Wenner Media**

New York/NY

Creative Marketing Intern at Promotional Team-Rolling Stone, Men's Journal, and US Weekly

10/2005-12/2005

- Supported the marketing design team with daily office tasks and designed an advertorial page.

### **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, City Policy and Politics, Effective Global Leadership for Economic, Communications for Public & Private Sectors, Global Political Economy

#### **Parsons School of Design**

New York, NY

**Degree:** Bachelor of Arts, *Illustration*

May, 2009

#### **Fashion Institute of Technology**

New York, NY

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## **SKILLS**

### **Software:**

Adobe: After Effects, Photoshop, Illustrator, Premiere Pro, InDesign, Blender, Figma, Sketch, XD, WordPress, Google Slides

Microsoft: Word, Excel, Power Point

**Language:** Korean, English

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## **VOLUNTEER**

**Broadway Community-Soup Kitchen:** Jan 2025-Present—Help preparing meals for local homeless people.

**Animal Shelters**—Help homeless animals finding new homes.

Koreank9rescue: 1/2025-Present

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

San Francisco SPCA: 2022

SF Muttville: 2022