

Ji Won Kim

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SKILLS

Photoshop
Illustrator
Indesign
After effect
HTML / CSS
Java script
Sketch
Invision
Adobe XD
Zeplin
Principle
Figma
Premier
Light room
MS office
Google web designer

EDUCATION

Parsons School of Design; New York, NY Sep. 2015 – May 2019
BFA Visual Communication Design

- Studied abroad in Paris, France (Jan.2018 – May 2018)

WORK EXPERIENCE

Barbarian; New York, NY Nov. 2021 – Present
Product Designer

- Designed key visual and design system for new Samsung products' showcase, which were launched on global domains.
- Provided UX solution and a range of digital advertisement for Samsung dot com, Samsung builder and U.S Newsroom, and ensured consistency across touchpoints and the web journey.

The Charles NYC; New York, NY Apr. 2021 – Nov. 2021
Visual / Ux Designer

- Improved experiences and performance for target audiences by defining user journey, interviewing stakeholders/users, and re-designing sitemap/user interface to achieve client's business goals.
- Designed and published graphic contents and social media campaigns across various social networking platforms under strict timelines.

The Charles NYC; New York, NY Jun. 2019 – Mar. 2021
Junior Visual Designer / Digital Design Intern

- Redesigned user interface and interaction guideline for client's website based on Google Analytics data and extensive user research.
- Worked directly with the senior designers to ideate and produce project deliverables such as landing pages, print production, html5 banners, and email designs for clients in the hospitality, fashion, luxury, and beauty industries.

Christine Lee Art Advisory; New York, NY Dec. 2018
Graphic Designer

- Analyzed the current UX challenges of the website & implemented new UX/UI design to simplify the user experience by consolidating design elements.
- Redesigned brand style guide for the company's sub-brand to solidify its appeal to high-end art collectors.