

DEBBY DONGEUN KIM

BRAND + VISUAL DESIGNER

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EXPERIENCE

SEPT - NOW
2022-2024

GRAPHIC DESIGNER at WEWORK

- + Directed visual identity and design for WeWork brand
- + Maintained brand standards across campaigns, ads, sales materials and signages
- + Conceptualized and designed marketing collateral, establish best practices

APR - SEPT
2022-2022

GRAPHIC DESIGNER (CONTRACTED)

- + **The Sill**: Revamp email templates and serve as the creative lead for marketing assets like paid ads, emails and OOH
- + **Strava**: Produce "Year in Sport" creative for 17 global markets with 9 languages

OCT - MAR
2020-2022

DIGITAL DESIGNER at KLARNA

- + Creative lead for global campaign: Wanderlust
- + Produce on brand solutions for email and in app article
- + Cross-functional collab to coordinate creative direction
- + Notable campaign: Klarna at Superbowl 2021

JUN - AUG
2019-2020

BRAND DESIGNER at CASPER

- + Take lead on promotional campaigns to execute marketing assets in various mediums including social marketing, motion graphics as well as illustrations.
- + Designed printed collaterals and company swag.

JUN - AUG
2018, 2019

GRAPHIC DESIGN INTERN

- + The Working Assembly: Contributed branding concepts and produced brand toolkits for *Lola and Bevi*
- + Paperwhite Studio: Contributed branding concepts and produced illustrated for *Westville and ByChloe*

EDUCATION

2015-2019

MARYLAND INSTITUTE COLLEGE OF ART (MICA)

B.F.A Graphic Design
Summa cum laude

AREA OF EXPERTISE

Branding & Identity
Illustration
Multi-Touch Marketing Campaign
Digital Marketing
Email Optimization
Social Media (Static, Video)
In-App Advertising
Print Collateral

SOFTWARE

.ai
.indd
.psd
.ae
.figma
.procreate
Slack
Google Suite

AWARDS & EXHIBITION

Dean's List
MICA Competitive Scholarship
Creative Vision Award
MICA Achievement Award
Solid, Liquid + Gas Thesis Show
W. Ferguson Merit Scholarship
MICA Foundation Show
NAHS Leader's Scholarship