

Jeeyoung Kim

Website

<https://aliciakim.wixsite.com/my-site>

Email

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Education

OCAD University
Toronto, Canada

(2009-2013)

Bachelor Degree in
Material Art & Design

Tools

Photoshop	After Effects
Illustrator	Premiere Pro
InDesign	Animate

Skills

Visual identity
Packaging
Marketing collateral
Web design
Motion graphic
Illustration
Photo manipulation

Senior Brand & Multimedia Designer with over 8 years of experience translating brand strategies into compelling visual stories. Expert in leading the entire creative pipeline—from initial concept to final execution—across brand identity, packaging, web design, and digital marketing. My expertise uniquely spans fashion design, material arts, and interior styling, allowing me to build multifaceted brand characters. Proven track record of blending marketing insights with distinctive design to elevate brand character.

Experience

2026 **Graphic Designer** (Aug 2021 - April 2026)

- Spearheaded end-to-end creative pipelines, transforming initial marketing strategies into distinctive visual identities, websites, and high-converting email newsletters.
- Designed and executed cohesive packaging systems and diverse digital/print marketing collateral, enhancing brand consistency across all touchpoints.
- Produced engaging motion graphics and custom illustrations for events and presentation decks, driving higher audience engagement.

2021 **Freelance Graphic Designer** (Oct 2018 - July 2021)

- Partnered with various clients to build unique brand characters from scratch, delivering tailored visual identity design and web interfaces.
- Managed multiple projects simultaneously under tight deadlines, overseeing everything from concept ideation to final print/digital asset production.
- Utilized advanced photo manipulation and storytelling techniques to deliver impactful visual content for social media and marketing campaigns.

2018 **Fashion Designer at Verona Couture** (May 2015 - Sep 2018)

- Conceptualized and directed the production of clothing and accessory lines, translating trend research and creative storytelling into market-ready collections.
- Developed custom textile graphics and surface patterns, establishing a strong foundation in material, color, and lifestyle brand aesthetics.

2014 **Graphic Designer at Canada Pooch** (Mar 2014 - Dec 2014)

- Contributed to visual identity and packaging design for pet lifestyle products, ensuring strong shelf presence and brand alignment.
- Ideated and designed high-performing creative assets for social media platforms to expand digital brand presence.