

SOO KIM

ART DIRECTOR

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WEBSITE
www.soosoostudios.com

. EDUCATION .

BFA IN COMMUNICATION DESIGN

Parsons School of Design, New York
2008

COMMUNICATION DESIGN DIPLOMA

SADI (Samsung Art and Design Institute)
Seoul, South Korea
2006

. PRO SKILLS .

LEADERSHIP	<div><div style="width: 85%;"></div></div>
COMMUNICATION	<div><div style="width: 80%;"></div></div>
PHOTOSHOP	<div><div style="width: 90%;"></div></div>
ILLUSTRATOR	<div><div style="width: 85%;"></div></div>
INDESIGN	<div><div style="width: 85%;"></div></div>
PHOTOGRAPHY	<div><div style="width: 75%;"></div></div>
VIDEOGRAPHY	<div><div style="width: 65%;"></div></div>

. EXPERIENCE .

ART DIRECTOR

Revlon Elizabeth Arden | New York | 2019

- Oversee the design, development and production of all creative materials for various fragrance brands (Juicy Couture, Britney Spears, Mariah Carey, Curve, Ed Hardy etc)
- Art direct photo and video shoots for national advertising campaigns from concept to production
- Visually represent all fragrance brands across multiple social media platforms (Facebook, Instagram, Pinterest, etc.)
- Partner across departments (marketing, production, and agencies) to ensure all business objectives are being met

DESIGN MANAGER

Hudson's Bay Company | New York | 2017 - 2019

- Lead graphic designer for all corporate communications across Hudson's Bay Company.
- Collaborate with various business partners from HR, finance, PR and marketing teams to create a strong cohesive visual system for associates.
- Responsible for all digital screens across offices from developing editorial content to executing monthly content.

DESIGN MANAGER

Saks Fifth Avenue OFF 5TH | New York | 2013 - 2017

- Responsible for the creation of new store openings to environmental graphics for all stores throughout the country.
- Co-art direction and design of seasonal campaigns for cross-media campaigns.
- Managed and allocated various projects and tasks to junior graphic designers to ensure on-time/successful completion of seasonal campaigns.
- Daily collaboration with the visual, sales and merchant teams to develop the most successful campaigns and in-store to online marketing collaterals.

SENIOR DESIGNER

Judith Leiber | New York | 2011 - 2013

- Responsible for the development of creative designs for all marketing collateral including seasonal campaign shoots, advertising, e-blasts, look books, line lists, store signage, retouching, and photography.