

AARON KUNSUNG KIM

— Creative Director, Designer

Experience

Shopify / Remote / Creative Consultant / Oct 2021 > PRESENT

Meta (Employed by IntraEdge / Remote) / Design Manager / APR 2019 > MAR 2024
Create prototypes and visual assets for Facebook Blueprint courses. Responsible for conceiving and overseeing visual strategy and creating user interface designs.

Inspign Inc / Los Angeles, CA / Founder / OCT 2017 > PRESENT

Leading and designing multiple projects in various stages of development from concept to final execution. Clients include: **Belkin, Phyn, Caavo, SomiSomi & Feit Electric.**

DesignSeed. Co / Los Angeles, CA / Creative Director / OCT 2017 > DEC 2023

Founded and work as a creative director. Brand & product development, website strategy, planning, UX, visual design, and execution, B2B customer acquisition, conversion, and retention, digital marketing, social media, video, copy writing & content development, and client engagement.

Munchkin / Van Nuys, CA / Creative Consultant / JUN 2017 > OCT 2017

Responsible for brand and package design strategy directions. This included collaborating with internal partners as well as overseeing a creative staff of 2 who worked on creative marketing materials as well as social media and tradeshow graphics.

TP-Link North America / Brea, CA / Sr. Art Director / AUG 2015 > JUN 2017

Responsible for articulating the brand vision and creative direction of 360 marketing campaigns, product launches, websites, tradeshows, and marketing communications. Provided creative leadership and management of the in-house team of 3 graphic, 2 visual designers, copywriters, and social media specialists. Collaborated with marketing directors, product managers, partnerships, business development, and executive management.

eSalon LLC / El Segundo, CA / Art Director, Contractor / JUN 2015 > AUG 2015

Worked on hair/beauty product package design and infographic. Responsible for new product launch marketing campaigns in collaboration with marketing department.

Belkin / Playa Vista, CA / Sr. Branding Designer / JUL 2010 > JUN 2015

Lead designer of WeMo brand. Concept and developed WeMo logo and package design as well as its brand style guide to be distributed and used by internal creatives. Created iconography system for the package design.

Sony Design Center / Santa Monica, CA / Graphic Designer / APR 2007 > JUL 2010

Responsibility includes brand identity, packaging, environments and interactive projects. Led and presented multiple projects in various stages of development from concept to execution to implementation.

Loris Design, LLC / San Francisco, CA / Graphic Designer / MAY 2006 > MAR 2007

Interbrand / San Francisco, CA / Graphic Designer / JAN 2006 > APR 2006

ComSon Co, Ltd., / Seoul, Korea / Graphic Designer / FEB 2000 > MAR 2002

Honors & Awards

2008, 2009, 2010 Package Design Award / Sony Corporation, Tokyo

2007 iF Package Design Award / Active Style Headphone Package Design

2005 Wine Package Design Award for Design Excellence / Raymond Winery

Education

Academy of Art University

San Francisco, California

BFA / Graphic Design / AUG 2002 > DEC 2005

Kaywon School of Art & Design

Seoul, Korea

AA / Graphic Design / MAR 1995 > FEB 2000

Skills

Research and Concept Development

360 Marketing Campaign Graphics

Client and Vendor Relations

Marketing Strategy

Project Management

Photo shoot Art Direction

Creative Direction

Campaign + Branding

Visual Design

UI Graphics

Social Media Contents

Package Design

Digital Design

Iconography

Typography and Layout

Brand Style Guideline

Tools

Adobe Creative Cloud / Design

Photoshop / Illustrator / InDesign / XD

Microsoft Office

Power Point / Excel / Word

3D Product Rendering

Keyshot

UI/UX Design

Sketch / InVision / Figma

Social Media

Buffer / Canva / Google Ads / Facebook Ad

References Available Upon Request

ALGA, San Francisco Chapter / TDC