

# Seungwoo Kim

UI/UX Designer

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## EXPERIENCE

**Pulse protocol** Los Angeles (Remote) Jun 2021 - Aug 2021

UI/UX intern

- **Admin Dashboard**  
Designed a dashboard for the admin to check the coordinator's performance with interviewing coordinators.
- **Patient Dashboard**  
Reconstructed and redesigned the mobile web version for the patient dashboard.

**Digitas North America** San Francisco Jun 2018 - Aug 2020

Associate Art Director

Created digital advertisements and design guidelines for PlayStation, Samsung, and Amway.

- **Playstation - CRM targeted email**  
Lead CRM email design to promote game launches, events, and seasonal services for the brand. As a lead designer, we have created over 650 global campaigns per year.
- **Samsung - QLED global campaign**  
Collaborated with a senior creative team and creative directors for commercials, prints, and banners for the global launch.
- **Amway - N by Nutrilite global style guideline**  
Lead designer on new brand global launch. Created campaign identity, concept, and design. Executed social media advertisement and style guidelines.

**BSSP** Sausalito Mar 2018 - Jun 2018

Freelance Art Director

- Created social advertisements for the annual owners' day event for Mitsubishi.
- Created an event website for the annual owners' day for Mitsubishi.
- Created outdoor prints Blue Shield of California.

**DDB** San Francisco Jun 2017 - Sep 2017

Art Director Intern

- Created seasonal social advertisement for Energy Upgrade California (PG&E).
- Created animations for Dial social campaign.
- Involved in Airbnb Pitch.

**Cutwater SF** San Francisco Sep 2016 - May 2017

Art Director Intern

- Created seasonal social advertisement for Brawny paper towels.

## EDUCATION

**Academy of Art University** Class of 2022

**Master's Degree**  
Web Design & New Media,

**Academy of Art University** Class of 2017

**Bachelor of Fine Arts**  
Advertising,

## SKILLS

### Design

UI/UX / Visual / Interaction / Motion / Brand  
Prototype / Data / Design System  
Style Guide / Commercial / OOH / Banner Social  
Campaign / Storyboard

### Tool

Figma / Sketch / Adobe XD / Adobe CC  
Invision / After Effects / Premiere Pro  
Keynote / PowerPoint / Google Slides

### Research

Interview & Survey / Usability Test  
A/B Test / Competitive Analysis / User Journey

### Creative

Storytelling / Ideation / Concepting

### Leadership

- **Digitas**  
2019 Art Director Intern Mentor
- **Republic of Korea Army**  
Drill Sergeant  
Squad Leader