



Visual Designer

Sina Kim

Creative and passionate Visual Designer with experience in creating products for the worldwide hit content "Baby Shark", as well as UX and marketing. Like collaborating with others, and enjoy learning new techniques!

CONTACT

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ACHIEVEMENTS

Designed a mobile game "Shapes & Colors"

- Google Play**
Awarded as Best Family App
- App Store**
Featured in 46 countries

SKILLS & Tools

UX·UI

Figma, XD, Sketch, Zeplin

Graphic

Photoshop, Illustrator, Indesign

Animation

Animate, After Effect, Unity

Marketing

Google Analytics, Wordpress
Meta/Google Ads

Communication

Slack, Jira, Asana,
G-Suite, Microsoft Office Suite

EDUCATION

Visual Communication Design

Bachelor / Seoul Women's University
2008 - 2013 Seoul, Korea

Digital Marketing

Diploma / Cornerstone College
2020 - 2021 Vancouver, Canada

WORK

Marketing Graphic Designer / Onikon Creative

June - September 2021, Vancouver, Canada

- Worked closely with researchers and marketers in a fast-paced environment
- Designed all visual artifacts including graphics for print and web, promotional images, online ads, high-fidelity mocks, and social media content
- Experienced designing with Photoshop, Illustrator, After Effects, and other tools
- Supported the marketing team to create marketing strategies using SEO, Google analytics, and social channels to grow brand awareness and generate leads

UX·UI Designer / The Pinkfong Company

May 2013 - April 2019, Seoul, Korea

- Contributed to "Baby Shark" reaching No.1 view on Youtube by designing interactive media including mobile games, AR cameras, and social networks for global fans
- Managed all visual design decisions to make high-quality products for monetization
- Developed 25 interactive mobile games using visual design skills including motion, color theory, screen layout, typography, and iconography
- Generated 2D art assets, user interfaces, icons, and in-game items as well as promotional images that aligned with design guidelines
- Communicated proactively with engineers, product managers, and other team members, and confidently defended my ideas to solve technical challenges
- Participated in creating a UI design system and designed consistent game screens to meet project goals and accessibility standards
- Developed services from early-stage concepts to launch on different platforms such as mobile, tablet, web, TV, and AI speakers
- Managed my workload and time effectively to meet deadlines

Illustrator / Samsung Publishing

February - May 2013, Seoul, Korea

- Designed character-driven illustrations with multiple stylistic approaches
- Collaborated with illustrator Steve Mack on a series of kids' activity books

Photography Magazine Editor / IANN Magazine

Jun - Nov 2011, Seoul, Korea

- Designed photography books and magazines working closely with photographers
- Experienced with image editing, event design, brochures, and print ads