



Senior UI Artist

Sina Kim

Creative and collaborative UI Artist with experience in developing games for the worldwide hit content "Baby Shark", as well as contributing to "Disney Dreamlight Valley" in collaboration with Disney

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

After Effect, Animate, Unity

Marketing

Google Analytics, Wordpress
Meta/Google Ads

EDUCATION

Visual Communication Design

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

Digital Marketing

Diploma / Cornerstone College
2020 - 2021 Vancouver, Canada

UX·UI Development

British Columbia Institute of Technology
2022 Vancouver, Canada

WORK

Gameloft Montreal, Canada

Senior UI Artist Apr 2023 - Present / 1 yr 10mos

- Project: Disney Dreamlight Valley** (Released 2022 / mobile, pc, consoles)
- Manage UI features for each game update, including design systems, game menus, HUD elements, iconography, and UI effects, from concept to final implementation
- Design and iterate on low and high-fidelity mock-ups that respect UX recommendations and technical constraints
- Collaborate closely with Developers, UX Designers, Project Managers, Art Director, and other stakeholders
- Strictly follow Disney's IP guidelines and promptly implement adjustments in response to their feedback

Onikon Creative Vancouver, Canada

Visual Designer May 2021 - Oct 2021 / 6 mos

- Designed various visual assets, including wireframes, prototypes, responsive web designs, social media content, and Meta/Google ads
- Conducted user research and created journey maps, process flows, and drove design solutions by user data

The Pinkfong Company Seoul, South Korea

Interactive Team Lead May 2018 - Apr 2019 / 1 yr

- Contributed to "Baby Shark" reaching the No.1 view on YouTube by connecting multiple products within the company including mobile games, AR cameras, and social networks for global fans
- Led a cross-functional team of UI Artists, Developers, and Designers
- Made key visual design decisions to deliver high-quality, monetizable games
- Mentored and guided UI Artists, providing constructive feedback to improve their skills and work quality

UI·UX Designer May 2013 - May 2018 / 5 yrs

- Designed UI for 25 global games using visual design skills including color theory, screen layout, typography, iconography, and animation
- Participated in creating a UI design system and designed human-centric interfaces
- Developed services from early-stage concepts to full launches across diverse platforms, including mobile, tablet, PC, and TV
- Created and distributed "Baby Shark" design guidelines for external third-party teams, reviewed their implementations, and provided detailed feedback