

Sohee Kim

Graphic & Product Designer

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Professional Experience

Freelance Product & Graphic Designer

New York, NY **Mar 2023 – Present**

- Led end-to-end product design process for clients, including a coffee delivery app and plant e-commerce website, resulting in a 136% increase in user interaction and doubled positive feedback.
- Revamped the Brand Identity for a high-end jewelry e-commerce business, creating a sleek, modern aesthetic that resonated with the target audience; redesigned the website to improve user experience, resulting in a 40% increase in conversion rates and a 25% boost in average order value.
- Pioneered the establishment of a robust Design System for a personal health dashboard, creating tokens and components with variants and boolean logic; optimized design efficiency and boosted user engagement by 18%.

That's Nice | Graphic Designer

New York, NY **Jan 2023 – Feb 2023**

- Designed promotional email newsletters for clients in the life-science industry, such as Grifol and Giant Pharma.
- Created web material templates, including landing pages, banners, articles, and social media posts.

Pearl World Inc. | Graphic Designer

New York, NY **Nov 2022 – Dec 2022**

- Created seasonal packaging designs for brands, Ed Hardy and Paris Hilton, using the brand guidelines.

NYU Tandon School of Engineering | Graphic Designer

Brooklyn, NY **Jan 2022 – Aug 2022**

- Spearheaded an end-to-end website re-design project for NYU Student Life & Services, resulting in a 16% decrease in bounce rate, a 12% increase in retention, and a 128% increase in engagement time.
- Established a Design System, including buttons, toggles, dropdowns, modals, and inputs.
- Designed templates for digital marketing collaterals(social media posts, landing pages, banners, etc) and print marketing collaterals(posters, brochures, signages, etc) for 8 campaigns and 10 events.
- Created weekly email newsletters and social media posts, working closely with the marketing team.

ARTDEX | Digital Design Intern

New York, NY **Jun 2021 – Jan 2022**

- Designed promotional materials for the 2021 ARTDEX Art Competition, enhancing user experience through usability testing and UI updates. [\[Link\]](#)
- Produced weekly educational videos and managed social media platforms, contributing to increased engagement and brand visibility. [\[Link\]](#)
- Updated Design System, creating UI library assets, including buttons, tabs, toggles, paginations, and icons.

The Bushwick Market | Graphic Designer

New York, NY **Nov 2019 – Jun 2021**

- Created the Brand Visual Identity, including the logo, typo, color scheme, mood board, and packaging design.
- Designed seasonal marketing campaigns' digital and print materials, generating a 244% YOY sales growth with zero budget and leading to a 182% increase in local customers.

Skills	Tools	Education
<div><ul style="list-style-type: none">• Graphic Design • Brand Identity• Marketing Design• User Interface (UI) Design• User Experience (UX) Design• UX Research • Usability Testing• Design System Development• Wireframing & Prototyping• Collaboration & Communication</div>	<div><ul style="list-style-type: none">• Adobe Suite (Illustrator, Photoshop, Indesign, AfterEffects, Premier)• Figma • Adobe XD • Sketch• Invision • Miro • Mural • Notion• Trello • Slack • Microsoft Office</div> <div>Certificate Google UX Design Certificate 2022</div>	<div>Harrisburg University MA Human-Centered Interaction Design 2024 – Present</div> <div>New York University MA Visual Arts Administration 2019 – 2022</div> <div>Sookmyung Women's University BFA Environmental Design 2012 – 2017</div>