

ALLY KIM

Graphic Designer

📞 (647) 294 1173

🌐 behance.net/shinshin

✉️ shinsine11@gmail.com

Creative and having various perspectives designer with 4 years of experience in an eCommerce platform company. With experience working as a brand communication designer, have a high understanding of branding and marketing. Experience from print media to digital works via the launch of the new brand. Excellent team player who has a line of sight for business goals and is good at collaboration. An enhanced responsibility in projects, Effective time management, and defining problems and suggesting solutions.

SKILLS

Adaptability	Detail Oriented	Visual Design	UI/UX Design	Teamwork
Honesty	Time Management	Branding	Storyboards	Problem Solving
Compassion	Critical Thinking	Content Design	User Flows	Packaging Design

WORK EXPERIENCES

FEB 2024 - OCT 2024

Graphic Designer SENSATION BEAUTY CORPORATION · TORONTO, CANADA

Products Renewal (Elysialab2.0)

- Led packaging design for diverse cosmetics products, focusing on aesthetic appeal and functionality.
- Established and managed an online shop through Shopify, optimizing user experience and driving sales.
- Conducted image editing and mockup design for product presentations.

Beauty Salon Brand Renewal (Beautique Seoul)

- Designed brand logo, applications, and executed a website using Canva.
- Managed brand identity across various platforms to ensure consistency and enhance customer engagement.

MAY 2023 - JUN 2023

Graphic & Motion Graphic Designer WHAT I LIKE STUDIO · TORONTO, CANADA

Created motion graphics for the clients' brands, marketing that effectively conveyed their vision and goals.

SEP 2022 - FEB 2024

Freelance UI Designer TANALYSIS · SOUTH KOREA(REMOTE)

UI design for a patents databased website, providing a platform for search and comparative analysis

JUN 2017 - JUL 2021

Visual Designer NHN COMMERCE · SEOUL, SOUTH KOREA

Brand Design

- Developed a cohesive brand identity and applications for digital products, ensuring a strong visual representation.

eCommerce & Marketing Graphics

- Designed impactful visuals for online marketing campaigns, including content for official social media accounts, newsletters, posters and website banners, effectively enhancing brand visibility.

Creative Projects

- Executed visual planning and designed applications for eCommerce fairs, brand launch events, and Seoul Fashion Week Fall 2022, encompassing materials for both online and offline platforms.

Comprehensive Print Media Design

- Produced welcome kits for internal branding and packaging designs for B2B clients, ensuring brand consistency and professionalism.
- Designed out-of-home advertisements to enhance brand communication and promotion.

EDUCATION

SEP 2021 - JUN 2023

College Diploma, Interactive Media Design SENECA COLLEGE · TORONTO, CANADA

MAR 2010 - FEB 2016

Bachelor's Degree, Multimedia & Interactive Design HANYANG UNIVERSITY · SOUTH KOREA

AWARDS & HONORS

APR 2022

President's Honour List SENECA COLLEGE

NOV 2019

Brand Communication Winner RED DOT DESIGN AWARD