



KRYSTAL KIM

Visual Designer

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562-760-0030 | New York, NY

EXPERIENCE

Freelance Graphic Designer | Krystal Kim Design

2016 - Present | New York, NY

- Analyzed client needs with user tests to generate visual designs for brand building projects, including logo and website design
- Developed wide range of brand collateral, including stationery, flyers, business cards and advertisements
- Created original graphics and branding for clothing print material

Visual Designer, Student | Santa Monica College

2019 - 2020 | Santa Monica, CA

- Implemented launch of Student Service Center InfoMate- an organized system to connect students with departments & resources effectively
- Developed multiple UX projects through iterative design process
- Concepted and created mobile app design and prototypes through competitive research, prototyping and user testing

Freelance Designer | Denim of Virtue

2019 | Los Angeles, CA

- Created detailed construction sketches and tech packs for production
- Assisted Sr. Designer with forecasting trends for seasonal collection

Designer | Cello Jeans

2016 - 2020 | Los Angeles, CA

- Designed and developed denim lifestyle brand, private label collection
- Established brand identity through trim packages for partner retailers
- Coordinated with local and international suppliers to achieve required outcome while maintaining standards

Designer | Ontwelfth

2014 - 2016 | Los Angeles, CA

- Responsible for brand strategy for young contemporary collection
- Presented proto samples through production within outerwear, wovens, knits, and denim categories
- International travel to collaborate directly with overseas offices

Associate Designer | Rewash Brand

2012 - 2014 | Los Angeles, CA

- Managed multiple accounts to clients expectations and standards
- Extensive overseas travel to strengthen and build business partnerships
- Frequent international markets for trend research and sourcing

Assistant Designer | Sunrise Brands

2010 - 2012 | Los Angeles, CA

- Identified seasonal trends and forecasting research
- Communicated with vendors from early to final production stages
- Created tech packs to ensure consistent fit and quality standards

EDUCATION

Otis College of Art and Design

2006 - 2010 | Los Angeles, CA

Bachelor of Fine Arts in Fashion Design

Santa Monica College

2019- 2020 | Santa Monica, CA

Certificate of Achievement in

Graphic Design, UI/UX and Web Design

Copenhagen Institute of Interaction Design

2019 | Copenhagen, DK

Summer Program, Designing Ethical Futures

SKILLS

Graphic Design
 Brand Identity
 Ideation Process
 Design Research
 Wireframing
 Low to Hi-Fi Prototyping
 User Flows & Journeys
 Strategic Insights
 Trend Analysis
 Market Research

TOOLS

Adobe Illustrator
 Adobe Photoshop
 Adobe InDesign
 Adobe After Effects
 Adobe XD
 Figma
 Sketch
 Balsamiq
 Miro
 HTML, CSS

AWARDS

Design Research Challenge Winning Team

SMC Student Service Center InfoMate 2019

Silver Thimble Award

Selected by Mentor/Designer Todd Oldham for 2009 Otis Fashion Show

Otis Scholarship Award

Awarded scholarship from 2006 - 2010

Outstanding Contribution Award

Led donations for 2010 Haiti earthquake victims