

Sunghoon Kim

Graphic Designer

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http://sunghoon-kim.com

EDUCATION

Parsons School of Design, New York, NY

BFA Communication Design, 2015.05

Samsung Art & Design Institute, Seoul, South Korea

Communication Design, 2013.01

EXPERIENCE

Applied Wayfinding, London, United Kingdom

Information Designer, 2017.07 – 2019.05

- Developed a website that delivers vast information about new design of wayfinding system, along with a set of You Are Here Maps for a California-based tech company.
- Conducted user research and developed the design concept and prototype of maps for digital screens across the malls in Canary Wharf.

mykc, Seoul, South Korea

Graphic Designer, 2017.01 – 2017.05

- Assisted in developing package design for coffee and cosmetics, and editorial design for brochures and magazines, based on the given design direction.

Freelance Graphic Designer, Seoul, South Korea, 2016.08 – 2016.12

- Teamed up with WAGTI, a sports marketing company in Seoul, to create a set of visual representations as a marketing tool for *L'Étape Korea by Le Tour de France*.
- Commissioned to design a logo for a coffee shop located in Victoria, Canada, and delivered a brand guideline outlining the logo and brand elements.

DesignStudio, San Francisco, CA

Design Intern, 2016.01 – 2016.07

- Participated in a rebrand project for a social media company, from developing initial ideas to prototyping the brand's new visual elements on a variety of media.

Tenazas Design Studio, New York, NY

Part Time Design Assistant, 2015.06 – 2015.12

- Assisted in designing exhibition graphics including panels, labels and a catalog for *Philippine Gold: Treasures of Forgotten Kingdoms* organized by Asia Society in New York.

Pure+Applied Design Studio, New York, NY

Design Intern, 2014.08 – 2014.12

SKILLS

Language Korean (native proficiency), English (professional working proficiency)

Software Adobe Suite: Illustrator, InDesign, Photoshop, After Effects, XD

Programming HTML, CSS, JavaScript, Processing

HONORS

2017 TDC Communication Design Competition Winner

2016 Kantar Information Is Beautiful Awards Data Visualization – Longlist

2015 Kantar Information Is Beautiful Awards Data Visualization – Longlist
10x10 Package Design Contest – 2nd Place

2014 Interbrand Korea X Naver "Brand Encyclopedia" Video Contest – Grand Prize
Parsons Festival Making/Meaning Exhibition,
Sheila C. Johnson Design Center, New York, NY