



Ji3un Kim, graphic designer
with a focus on hospitality, and
brand identity development.

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Experience

Founder and Creative Director

BYT Creative
Los Angeles, CA
12.2021–Present

Established a boutique creative agency. Lead visual research and project case studies, focusing on brand identity development, stationery design, web design, and email marketing. Oversee the creation of digital and physical assets to enhance brand recognition and engagement.

Graphic Designer

VGD NYC
New York, NY
11.2019–07.2022

Through a large-sized digital agency, collaborated with the creative director on design initiatives, including campaigns, motion graphics, UX/UI, web design, and email marketing. Contributed to the creation of user-centric digital solutions to elevate clients' brand presence.

Graphic Designer

mulawear
Pine Brook, NJ
04.2019–10.2019

Through a Korean yogawear brand's U.S. headquarter, responsibilities included editing GIFs and videos, designing the website, managing email marketing, and creating advertising banners for platforms including Facebook, Instagram, and Google. Oversaw the official social media and website, and implemented basic HTML/CSS coding.

Freelance Graphic Designer

LEITZES&CO
New York, NY
09.2018–01.2020

Through a boutique creative agency, designed various projects, including digital presentations, GIF and video editing, web design, email marketing, and packaging.

Graphic Design Intern

two
New York, NY
02.2018–06.2018

Through a boutique clothing studio, conducted photo shooting and retouching tasks, designed fabric patterns and clothing labels, and contributed to the marketing side, including email marketing, postcard design, and lookbook editorial design.

Education

ArtCenter College of Design

Pasadena, CA
09.2022–04.2024
Master of Fine Arts
Graphic Design

School of Visual Arts

New York, NY
09.2015–05.2018
Bachelor of Fine Arts
Design

Borough of Manhattan Community College

New York, NY
09.2013–05.2015
Study of Liberal Arts

Kyonggi University

Seoul, Korea
03.2010–12.2012
Study of Law

Skills

Strong working knowledge of: Photoshop, Illustrator, InDesign, After Effects, Sketch, and Keynote.

Familiar with: Premiere Pro, Cinema 4D, Midjourney, MadMapper and HTML/CSS.

Additional expertise in: Design research, packaging design, editorial design, web design, brand identity development, brand naming, photography, and illustration.

Recognition

ArtCenter College of Design Student Gallery

her*by Cannabis-infused Edibles Packaging 2023–2024
BOTANI VINEYARD&GARDEN Packaging 2023–2024

Borough of Manhattan Community College

Dean's list 2013–2014

Interests

Travels, black clothes, Starbucks Oleato™ oatmilk latte, and Hendrick's & tonic with two lime wedges.