

KRISTINA KIM

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Skills & Tools

Adobe CS | Figma + FigJam
Keynote | Notion | HTML/CSS
Webflow | Zapier | Klaviyo
WordPress | Jira | Confluence

Visual Design | Web Design | Digital Design | UX/UI Design
Art Direction | Branding + Identity Brand Strategy | Storyboarding
Wireframing | Photography | Video Editing | Email Marketing
Digital Marketing | Social Media Content Creation | Marketing Strategy

Experience

Agility Technologies

Digital Marketing Designer
2024 - Present

Agility, a Canadian leader in imaging and communication products for emergency and military professionals, improves decision-making in critical environments with FirstLook 360, enhancing situational awareness for search and rescue teams through 360-degree views.

- Developed and executed digital marketing campaigns, increasing brand visibility and customer engagement.
- Produced digital assets, including newsletters, social media content, and website visuals, ensuring brand consistency.
- Designed marketing materials for trade shows, creating impactful visuals to attract and engage key prospects.

Freelance

Graphic Designer
2022 - Present

Freelance brand and graphic designer specializing in fashion, creating tailored brand collateral, consulting on social media, and directing product and editorial photography. Passionate about crafting visually compelling narratives that elevate brand identity and resonate with target audiences.

- Crafting cohesive and memorable brand identities from concept to execution with visually compelling designs.
- Managing multiple projects efficiently, delivering impactful brand identities in beauty, real estate, and fashion.
- Guiding clients through strategy and execution to create unique, impactful, and memorable brand identities.

Voltsafe Inc.

Visual Designer
2022 - 2024

A Canadian tech startup developing high-power electrical hardware and software solutions across various sectors, gained recognition following its presentation on Dragon's Den and has been honored with multiple CES and IBEX Innovation Awards for its groundbreaking technology.

- Led the design and implementation of websites, collaborating with marketing, engineering, and C-suite teams.
- Created a cohesive visual identity for VoltSafe, integrating competitor analysis, design trends, and certifications.
- Built Webflow sites for CES 2023, driving trade show success. Increased LinkedIn and Instagram following by 150%.

Dossier & Propel Impact

Design & Research Fellow
2020 - 2021

Propel Impact, formerly the Social Innovation Academy, collaborated with Dossier Railyard to offer a unique fellowship for young professionals. Fifty individuals participated in a program focusing on research and design, working on projects for Canadian social purpose organizations.

- Collaborated with teams to support Canadian non-profits' marketing and design challenges.
- Developed brand identity and strategy for a women-led sustainable hemp menstrual pad company.
- Provided design strategy and user research for a platform teaching children empathy through charity.

Vancity

Senior Design Course
2019

A companion application for Vancity members, developed as part of the senior design course, helps manage credit and set credit-building goals to support financial well-being. This project was presented to Vancity's digital strategy team.

- Evaluated user research to transform abstract ideas into planning tools like journey maps and user personas.
- Developed design deliverables that elevated, differentiated and functioned on-brand.
- Performed post-production tasks: editing sound, sequences, and delivering final products.

Education

Simon Fraser University

BA School of Interactive Arts and Technology