

JISOO KIM

Digital Product Designer

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Hi, I'm Soo — a Designer at R&B Collection, a beauty wig brand. I began my journey at the company as an intern and have since grown into a multidisciplinary designer with a strong background in UI/UX, brand design, and marketing creative. Over the past six years, I've crafted cohesive digital experiences ranging from scalable e-commerce websites to impactful campaign visuals. I'm passionate about visual storytelling that drives results, and I specialize in building polished, thoughtful web and marketing assets that elevate brand identity and engage users.

Experience

R&B Collection · Digital Designer **at NJ**

Oct 2018 - Present

- Led end-to-end design and branding for R&B Collection's digital presence, including full-stack website development (WordPress, Shopify), branded landing pages, and social media design resulting in cohesive storytelling and \$24K+ in annual creative savings. Ensured visual consistency across all customer-facing touchpoints through strategic application of brand systems and web design best practices.
- Directed the creation of marketing content, including catalogs, flyers, company brand identity and logo design
- Planned and executed photography and video shoots to support product launches and digital campaigns.
- Collaborated closely with cross-functional teams including marketing, development, and sales to align creative assets with strategic objectives and conversion goals.
- Conducted usability testing and UI refinement to align site structure and interaction design with customer behavior and business KPIs.

Anywiz · Web Designer **at Seoul**

October 2016 - October 2018

- Designed websites and mobile platforms for clients across diverse industries, including technology, manufacturing, education, e-commerce, B2B, and retail sectors.
- Utilized HTML, CSS, and jQuery to refine and revamp client websites.
- Participated in the entire product development lifecycle from planning to launch, collaborating with a 4–5 person team to define and execute concepts aligned with project goals.
- Managed Toxinfill corporate website for 2+ years, overseeing updates and digital content to maintain brand consistency. Also supported web design for major medical institutions in Korea.

YJM Entertainment · Graphic Designer **at Seoul**

July 2015 - Jan 2016

- Sole designer of the mobile game "Rabbit Planet"; managed character design and overall design framework.
- "Rabbit Planet" available on Google Play with 50K downloads, 520 reviews, and a 3.8 score.
- Independently handled all aspects of game development, from initial sketches to final design and implementation, leading to a cohesive and engaging player experience.

Education

Blossom UX School

- UX Design Bootcamp (480 hours)
- User Research, Wireframing,
- Prototyping, Product Strategy

Hansung University

- Degree: Bachelor of Art
- GPA: 3.18 / 4.50

Baekseok University

- Degree: A.A. in Animation
- GPA: 4.07 / 4.50

Skills

Core Skills

- UI/UX Design & Prototyping
- Wireframing & Usability Testing
- Information Architecture
- Accessibility & Inclusive Design
- User Research & Journey Mapping

Web & Development

- WordPress / Shopify / Webflow
- HTML / CSS / Bootstrap

Visual & Brand Design

- Visual / Graphic Design
- Package / Label Design

Tools

- Figma / Adobe XD
- Lightroom
- Illustrator / Photoshop
- Premiere Pro