Hyeona Kim

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www.hyeonakim.com
hi@hyeonakim.com

As an Art Director driven by a deep passion for multidisciplinary art, Hyeona blends design, art direction, and strategic insight to craft impactful, global campaigns for forward-thinking brands. Equally energized by creative challenges and personal passion projects, Hyeona brings a sharp eye, a collaborative spirit, and a relentless curiosity to every endeavor.

EDUCATION

School of Visual Arts, New York

BFA in Digital Communications and Media/Multimedia | Class of 2019

EXPERIENCE

Senior Art Director - Merkley+Partners, Inc.

12/01/2022-current

Clients: Mercedes Benz USA/Global/Canada, White Castle, Uber, and new business

Remote Freelance Art Director

Clients: Soft Study Studios, Los Corazones, ReThink Travel Marketing, various independent businesses and filmmakers

Art Director - Superheroes Agency

10/18/2021-11/30/2022

Clients: Vita Coco, Lenovo Global, DoorDash, Topps, SIXT USA, Pearson+, Catalina Crunch

Art Director - Merkley+Partners, Inc.

07/15/2019-10/15/2021

Clients: Mercedes Benz USA, White Castle, Florida's Natural, UberEats, Impossible Foods

Art Director Intern - Translation, LLC

06/04/2018-08/03/2018

Clients: At&T, NBA, StateFarm

Art Director - Green Team Global

09/20/2017-04/17/2018

Clients: Geographic, REI, Georgia National Tourism Administration, Peru Tourism

SKILLS

Curious, resourceful, and always ready to learn by doing – backed by sharp communication, compelling storytelling, and insight-driven problem-solving. Proven strength in production and project management across creative campaigns and content.

Creative Craftsmanship: Expert attention to detail across tactile mediums including: hand/machine sewing, fabric pattern making, embroidery, crochet, screen printing, illustration, and tattooing. Passionate about hands-on creation with a love for all things vintage and handmade.

Digital Tools & Tech: Highly proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, ProCreate, Keynote, and Google Suite. Working knowledge of HTML and CSS.

Production & Creative Ops: Experienced with creative team workflows, production processes, bidding, and licensing/usage rights for commercial imagery. Comfortable stretching budgets and ideas across various formats and platforms.

Multidisciplinary Adaptability: Adept at translating big brand ideas into campaign executions across print, digital, video, social, and experiential. Equally at home leading a shoot as concepting on a whiteboard.

Side quests: music videos, short films, social content roll-out, anything vintage or hand-made clothing, roller skating, DJing, or your next stick and poke tattoo.

Languages: Fluent in English and Korean; conversational in French.

AWARDS

Webby People's Voice Awards (2021) D&AD New Blood Awards – Pencil Winner (2019) Cannes Future Lions – Finalist (2019) AD Stars Awards – x2 Gold award (2019) The One Show – Young Ones Finalist (2018) Graphis New Talent Annual – x2 Silver & Gold awards (2018 & 2019) Art Directors Club Exhibition 2018