

Hyeona Kim

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Art Director
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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	Art Director – Merkley+Partners, Inc. 07/15/ 2019–10/15/2021 Clients: Mercedes Benz USA, White Castle, Florida's Natural, UberEats, Impossible Foods
	Remote Freelance Art Director Clients: Soft Study Studios, Los Corazones, ReThink Travel Marketing, various independent businesses and filmmakers	Art Director Intern – Translation, LLC 06/04/2018-08/03/2018 Clients: At&T, NBA, StateFarm
	Art Director – Superheroes Agency 10/18/2021–11/30/2022 Clients: Vita Coco, Lenovo Global, DoorDash, Topps, SIXT USA, Pearson+, Catalina Crunch	Art Director – Green Team Global 09/20/2017-04/17/2018 Clients: Geographic, REI, Georgia National Tourism Administration, Peru Tourism
	SKILLS	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.
AWARDS	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.	
	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