

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 campaigns. Equally energized by creative challenges and passion projects, Hyeona brings a sharp eye, a collaborative spirit, and curiosity to every endeavor. As a Jill of all trades when it comes to creative craftsmanship, she creates visually rich and story-driven work.

EDUCATION

School of Visual Arts, New York | Class of 2019
Bachelor of Fine Arts in Digital Communications and Multimedia

EXPERIENCE

Senior Art Director – Merkley+Partners, Inc.
Jan 2023 – current
Clients: Mercedes-Benz USA/Global/Canada, White Castle, Uber, INKBOX, Florida's Natural

Art Director – Superheroes Agency
Oct 2021 – Jan 2023
Clients: Vita Coco, Lenovo Global, DoorDash, Topps, SIXT USA, Catalina Crunch

Art Director – Merkley+Partners, Inc.
May 2019 – Oct 2021
Clients: Mercedes-Benz USA, White Castle, Florida's Natural, UberEats, Impossible Foods

Art Director Intern – Translation, LLC
Summer 2018
Clients: At&T, NBA, StateFarm

Art Director – Green Team Global
Sep 2017 – June 2018
Clients: Peru Tourism, Georgia National Tourism Administration, National Geographic, REI

Freelance Art Director
Specializing in launching brands for small businesses since 2019: Soft Study Studios, Los Corazones, ReThink Travel Marketing.
Working with filmmakers, artists and musicians.

SKILLS

Curious, resourceful, and always ready to learn by doing. Backed by sharp communication and strong yet compassionate leadership, compelling storytelling, expert attention to detail, and insight-driven problem-solving.

Digital Craftsmanship: Creating cohesive design systems and campaign looks, expert deckmanship, and building visual worlds through visuals.

Digital Tools & Tech: Highly proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) with additional experience in color grading, video editing, and motion graphics. Figma, ProCreate, Keynote, Microsoft and Google Suite, Webflow, AI tools, and working knowledge of HTML/CSS.

Multidisciplinary Adaptability: Ideating and executing brand-level campaigns as well as translating ideas into campaign executions across print, digital, video, social, and experiential. Equally comfortable leading a shoot as conceptualizing.

Production & Creative Ops: Experienced in creative team workflows, work delegation and team management, production processes, bidding, and licensing/usage rights for commercial imagery. Well versed in stretching budgets and ideas across various formats and platforms.

Tactile Craftsmanship: Good old hand & machine sewing, embroidery, crocheting, knitting, screen printing, and digital/hand illustration. Additional experience in food styling and prop styling to create visually rich, story-driven compositions.

Side quests: Always taking on passion projects, collaborating with small businesses, artists and friends for brand launches, music videos, short films and social content roll-out. As well as anything vintage or hand-made, roller skating, DJing, and 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)