

Sooyeon Kim , Preferred Name | Leah Kim

GRAPHIC DESIGNER

CONTACT

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leahkimdesign.com

New York, NY, United States

EDUCATION

School of Visual Arts
BFA DESIGN
2024-2027 New York

Ewha Womans University
B.S. FASHION BUSINESS
2020-2024 South Korea

SKILLS

||| PROFESSIONAL SKILLS

Brand Identity Design
Typography
Packaging
Visual Storytelling
Creative Concept Development
Editorial Design
Content Creation
UX/UI Fundamentals
Adobe Creative Cloud

ACHIEVEMENTS

School of Visual Arts, BFA Design
2025 Honors in Visual Identity
2024 Top Percentile Portfolio Review

Ewha Womans University
2022 Academic Excellence Scholarship

PROFILE

New York-based Graphic Designer with a strong focus on branding and brand identity design. A creative professional with expertise in graphic design and branding, passionate about visualizing creative ideas and translating concepts into cohesive visual systems. Deeply interested in brand storytelling and bringing strong ideas into real, impactful design work. Driven by the belief that thoughtful, idea-driven design strengthens the connection between brands and people.

EXPERIENCE

SAMSUNG C&T (SSF MALL) | GRAPHIC DESIGN INTERNSHIP

Fashion Division, Samsung C&T Corporation, South Korea
June-August 2025

- Collaborated with Samsung C&T's SSF Mall on branding-led marketing initiatives to strengthen brand identity and increase consumer engagement
- Designed key visual assets for digital platforms, including Instagram feed content and website banners, ensuring visual consistency across touchpoints
- Developed a cohesive visual system by applying typography, color palettes, layout structures, and iconography aligned with the brand's identity

Contributed to the development of brand identity elements by refining visual language and design systems for digital marketing campaigns

LYNN ARTS STUDIO | GRAPHIC DESIGN ASSISTANT

Private Graphic Design Academy, South Korea
May 2025

- Supported graphic design-focused students preparing portfolios for art college admissions abroad, providing guidance on visual direction and design fundamentals
- Assisted in the development of creative projects that contributed to the studio's portfolio
- Participated in a structured portfolio-building program, focusing on typography, layout, color theory, and visual hierarchy
- Mentored graphic design-oriented students preparing art school portfolios, reinforcing core design principles through hands-on studio collaboration

Assisted graphic design students in portfolio development for international art school admissions, while contributing to studio projects and building hands-on digital design skills