

# Hazel Kim

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**A highly skilled and versatile visual designer with 8+ years of experience. Innovative creator with tech-friendly and attention to detail. In-depth knowledge of typography, design tools, color theory and hierarchy. Tech geek, Coffee enthusiast, and a person who is always making something.**

## EXPERIENCE

### Visual Designer | Samsung Research America, Mountain View, CA

AUG, 2024 - PRESENT

#### Digital Health Team - UX team

Responsible for supporting the team in raising awareness of **Samsung Health** products by creating engaging conference experiences, including interactive displays, short videos, infographics, brochures, and posters. Collaborate with a cross-disciplinary team to develop creative visual materials that enhance user understanding and proactive engagement with health products. Prepare visual experiences for conferences across multiple devices and contribute to innovative ways for attendees to interact with our products.

### Visual Designer | Self-employed

Feb, 2016 - Aug, 2024

Collaborated with diverse clients across various industries, including public institutions such as the Government of the Republic of Korea, universities, research foundations, startups, small businesses, and individuals, to understand their design needs and deliver tailored solutions. Established and maintained positive client relationships, resulting in repeat business and referrals.

#### Web design

- Created visually compelling websites with an intuitive user experience, utilizing responsive design principles.
- Worked on projects aimed at making diverse social statistics easily accessible and comprehensible to the general public.
- Customized WordPress templates to align with brand guidelines and meet specific client requirements.
- Designed marketing materials to enhance online presence and promotional efforts for clients.

#### Branding · Editorial · Graphic design

- Developed comprehensive brand identities, including logos, color schemes, and typography, to ensure cohesive visual communication.
- Created brand guidelines and design systems to maintain consistency and efficiency across all marketing and design materials.
- Produced marketing and social media collateral such as brochures, flyers, and social media graphics to support branding initiatives.
- Collaborated with researchers to accurately and effectively present their findings through visually appealing editorial designs, considering the diverse needs of the audience.

#### Video Editing · Managing Social Media

- Handled the entire video production process from shooting to editing and live streaming, creating compelling and polished videos.
- Managed multiple clients' YouTube channels, and my own two personal channels, achieving subscriber counts of 73K+ and 12K+, through consistent content delivery and interactive audience engagement.

## STRENGTHS

**Visual design:** High proficiency in Adobe Creative Suite including Photoshop, Illustrator, Indesign, Lightroom.

**Video editing:** Final Cut Pro X, Premier Pro, familiarity with OBS studio.

**UX, UI design:** Figma, Sketch, Adobe XD.

**Web design:** WordPress, Webflow, knowledgeable proficiency in HTML, CSS, and JavaScript.

## EDUCATION

Bachelor of Products Design & Counseling Psychology | Handong Global University

2009 - 2016

## LANGUAGE

Korean (native), English (fluent), Chinese (reading)