

I'm Hazel Kim.

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A highly skilled and versatile designer with 9+ years of experience. Innovative creator with tech-friendly and attention to detail. In-depth knowledge of typography, design tools, color and hierarchy. Tech geek, Coffee enthusiast, and a person who is always making something.

EXPERIENCE

2024 - 2025

Visual designer

Samsung Research America
Mountain view, CA

Digital Health Team - UX team

- Supported the team in raising awareness of **Samsung Health** products by creating visual materials and engaging conference experiences, including decks, interactive displays, short videos, infographics, brochures, and posters.
- **Created in-app elements**, such as onboarding visuals, to enhance user understanding across multiple health services in collaboration with a cross-disciplinary team.
- Designed **presentations for executive-level stakeholders**, ensuring clarity, visual appeal, and strategic alignment with business objectives.
- Contributed to **building scalable design systems** for consistency across products and platforms.

2016 - 2024

Visual, UX/UI designer

Self-employed

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.

UX/UI Design

- Led early-stage product design by establishing **UX direction** and creating **UI components** that enhanced usability and strengthened the **visual identity** of new features
- Built **high-fidelity prototypes** and visually compelling user interfaces grounded in UX principles and user-centered strategies.

Branding · Editorial · Graphic design

- Developed cohesive **brand identities and design systems** to ensure consistent visual communication across **web, print, and social media platforms**.
- Collaborated with researchers to translate their findings into visually compelling **editorial designs** that effectively engaged diverse audiences.

Video Editing · Managing Social Media

- Handled the entire video production process from shooting to editing and live streaming, creating compelling and polished videos.
- Managed clients' YouTube channels, and two personal channels, achieving subscriber counts of 74K+ and 12K+, through consistent content delivery and interactive audience engagement.

EDUCATION

Bachelor of Products Design & Counseling Psychology

2009 - 2016
Handong Global University,
South Korea

SKILLS & LANGUAGE

- High proficiency in Adobe Suite including Photoshop, Illustrator, Indesign, Lightroom.
- Figma, Sketch, Adobe XD.
- WordPress, SEO, knowledgeable proficiency in HTML, CSS, and JavaScript.
- Final Cut Pro X, Premier Pro, familiarity with OBS studio.
- Korean (native), English (fluent), Chinese (reading)