

# Soju Kim

Designer + Artist

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## Experience

### Product Designer, Google Finance **Google**

New York, NY  
Aug 2020 - Current

- Designing & exploring new search engine interactions on existing / experimental platforms
- Collaborating with external partners (Snap, Meta) on blockchain ecosystem convergence
- Exploring new ways of incorporating cryptocurrency in current financial information platforms

### Art Director **LINE**

Pangyo, Korea  
Oct 2019 - Aug 2020

- Provided art direction for the LINE Town animation launch visuals, video ads, and storefront marketing material design
- Saw 15% and 16% increase in online and physical impressions compared to the last campaign

### Brand Designer **LINE JAPAN**

Tokyo, Japan  
Feb 2019 - Oct 2019

- Redesigned LINE's corporate visual identity system to accomodate a larger, global audience
- Created key visuals for new brand communications
- Collaborated with marketers on branded experiences to be taken place at 5 new shop locations in Japan

### Interaction Designer **SAP**

Seoul, South Korea  
Aug 2016 - Feb 2019

- Designed user interactions for transfer payment function
- Prototyped new user flows, conducted user research
- Brainstormed new feature user flows
- Designed visual elements for software interface

### Visual Designer **Kakao Talk**

Jul 2019 - Aug 2016

- Created visual marketing assets for Korea's most popular messaging app, Kakao Talk and its subsidiaries
- Designed layouts for promotional brochures
- Brainstormed key visual ideas for new product launches
- Created animated GIFs to be posted on social media

### Summer Intern **UNIQLO**

Dec 2013 - Jul 2015

- Created visual assets for social media (Facebook)
- Designed layouts for promotional brochures
- Brainstormed key visual ideas for new product launches
- Created icons for the UNIQLO app

## Education

### School of Arts Institute Chicago (SAIC) Master of Fine Arts (MFA) in Visual Design

Chicago, IL | Aug 2020 - May 2022

- *Merit scholarship : full ride*

### University of California Los Angeles Bachelor of Fine Arts in Fine Arts

Los Angeles, CA | Aug 2009 - May 2013

## Skills

|              |              |             |          |        |
|--------------|--------------|-------------|----------|--------|
| Illustrator  | Photoshop    | InDesign    | Figma    | Sketch |
| AfterEffects | Premiere Pro | Google Docs | HTML/CSS |        |