

JI HYE KIM

Senior Brand Designer | Design Systems | Campaign Leadership

Phelan, CA

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PROFESSIONAL SUMMARY

Senior Brand Designer and Design Leader with 15+ years of experience building scalable visual systems and leading campaign-driven brand execution across digital, retail, and product ecosystems. Background spans agency, in-house, and enterprise nonprofit environments. Proven ability to translate strategic business objectives and human insights into cohesive brand worlds that scale across platforms. Experienced in elevating creative standards, guiding cross-functional teams, and driving visual consistency at speed.

CORE EXPERTISE

Brand Strategy & Visual Systems Campaign Identity Development Enterprise Design Governance Creative Direction & Art Direction Typography & Editorial Systems Digital & Site Design (UX/UI) Retail & Packaging Design Cross-Functional Leadership Creative Concept Presentation

PROFESSIONAL EXPERIENCE

Designer (Digital & Brand)

International Justice Mission (IJM) – Arlington, VA 2021 – 2023

- Led visual development for large-scale fundraising and advocacy campaigns spanning web,

email, social, and print.

- Designed scalable campaign systems that maintained consistency across global markets and regional teams.
- Partnered with marketing strategists and Creative Directors to translate human-centered insights into compelling visual narratives.

- Contributed to annual reports and enterprise-level communications viewed by global stakeholders and executive leadership.

- Ensured brand governance by applying and evolving established guidelines across new digital executions.

Design Manager

Facetory Inc. – Brea, CA

2018 – 2021

- Played a key role in defining and implementing a company-wide rebrand across e-commerce, mobile, product packaging, and paid media.

- Helped establish foundational design systems that unified brand expression across digital and physical touchpoints.
- Led in-house and freelance designers in high-volume, fast-paced production cycles tied to seasonal launches.
- Partnered with marketing and product teams to align creative direction with revenue and customer acquisition goals.
- Improved workflow processes, asset management systems, and review standards to increase efficiency and quality.

Art Director / Senior Graphic Designer

3LINE Design – Irvine, CA

2014 – 2016

- Led brand and packaging design initiatives for major consumer clients including Disney Consumer Products.
- Developed identity systems and campaign toolkits adaptable across retail, environmental graphics, and digital channels.
- Presented concepts and visual narratives to stakeholders, influencing decision-making and creative direction.
- Maintained meticulous execution standards across high-visibility retail environments.

Senior Graphic Designer / Production Artist **Royal Imex Inc.** – Santa Fe Springs, CA

- Produced production-ready packaging and marketing assets for mass retail distribution.
- Coordinated with manufacturers to ensure brand fidelity across large production runs.

Independent Brand Designer & Portfolio Mentor

Freelance

- Developed brand identities, marketing systems, and presentation materials for startups and growing organizations.
- Built modular visual systems adaptable across digital and print environments.

EDUCATION

BFA, Communication Arts Otis College of Art & Design

TOOLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop) Figma
Webflow
Procreate

Working knowledge: After Effects

LANGUAGES

English (Fluent)
Korean (Fluent)
Portuguese (Conversational)