

JENNIFER KIM

creative designer

CONTACT

- ✉ jen@hojungkk.com
- 📍 Dallas, TX, US
- 🌐 jennkim.cargo.site

SUMMARY

Visual strategist with 3+ experience in developing cohesive brand identities and visual storytelling across print and digital media. Passionate about crafting meaningful brand experiences that resonate with audiences and drive impact.

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Enscape
- Figma
- Procreate
- Revit
- Rhino 3D

EXPERIENCE

Stray Point - Art Instructor | Coordinator 2025

- Adapt instructional content for students with special needs to foster motor skills and creative expression.
- Oversee the production of student artworks into profitable merchandise.
- Create multi-channel promotional assets (digital and print) to drive event visibility and attendance.

Perkins and Will - Designer I 2024-2025

- Evaluated large-scale design projects and conducted design research to synthesize insights into actionable visual strategies and brand concepts, ensuring alignment with client vision.
- Collaborated with design and production teams to select and source materials, balancing aesthetics, functionality, and cost-effectiveness—mirroring packaging and product design decision-making.
- Created mood boards, concept sketches, and visual presentations to communicate design ideas from ideation to execution.

Avenue Y - Design Consultant 2024

- Developed and launched a complete brand identity system—including logo, business cards, signage, and branded merchandise—managing end-to-end design, production, and distribution to create a cohesive and engaging brand experience.

SKM Architects - Intern 2023

- Produced detailed 3D renderings and diagrams using SketchUp and AutoCAD, translating conceptual ideas into visual representations for large-scale projects.

JOHO Architecture - Intern 2022

- Crafted physical models to showcase coordinated international communications to ensure clear communication and timely delivery of materials.

EDUCATION

Rhode Island School of Design 2019-2024

Bachelor of Arts in Architecture

- Peter Guimond Memorial Scholarship
- George Rome Scholarship