

# KRISTINA KIM

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## Skills & Tools

Adobe CS | Figma + FigJam  
Keynote | Notion | HTML/CSS  
Webflow | Zapier | Klaviyo  
WordPress | Jira | Confluence

Visual Design | Web Design | Digital Design | UX/UI Design  
Art Direction | Branding + Identity | Brand Strategy | Storyboarding  
Wireframing | Photography | Video Editing | Email Marketing  
Digital Marketing | Social Media Content Creation | Marketing Strategy

## Experience

### GlASFURD & WALKER

Designer  
2025

- Produced print assets for new restaurant launches, delivering consistent and elevated brand identity.
- Designed key visual assets for the launch of Australian natural cleaning products at Whole Foods.
- Created presentation decks, digital visuals, and social media content for clients in hospitality, beauty and lifestyle.

### Agility Technologies

Digital Marketing Designer  
2024 - 2025

A Canadian leader in imaging and communication products for emergency and military professionals, enhancing decision-making and situational awareness for search and rescue teams with FirstLook 360.

- Developed and executed digital marketing campaigns, increasing brand visibility and customer engagement.
- Produced digital assets, including newsletters, social media content, and website visuals, ensuring brand consistency.
- Designed marketing materials for trade shows, creating impactful visuals to attract and engage key prospects.

### Freelance

Graphic Designer  
2022 - Present

Freelance brand and graphic designer specializing in fashion, creating tailored brand collateral, guiding social media, and directing product and editorial photography to craft compelling visual narratives.

- Crafting cohesive and memorable brand identities from concept to execution with visually compelling designs.
- Managing multiple projects efficiently, delivering impactful brand identities in beauty, real estate, and fashion.
- Guiding clients through strategy and execution to create unique, impactful, and memorable brand identities.

### Voltsafe Inc.

Visual Designer  
2022 - 2024

A Canadian tech startup developing high-power electrical hardware and software across sectors, recognized on Dragon's Den and awarded multiple CES and IBEX Innovation Awards for its groundbreaking technology.

- Led the design and implementation of websites, collaborating with marketing, engineering, and C-suite teams.
- Created a cohesive visual identity for VoltSafe, integrating competitor analysis, design trends, and certifications.
- Built Webflow sites for CES 2023, driving trade show success. Increased LinkedIn and Instagram following by 150%.

### Dossier & Propel Impact

Design & Research Fellow  
2020 - 2021

Propel Impact, formerly the Social Innovation Academy, partnered with Dossier Railyard to offer a fellowship for young professionals. Fifty participants focused on research and design projects for Canadian social organizations.

- Collaborated with teams to support Canadian non-profits' marketing and design challenges.
- Developed brand identity and strategy for a women-led sustainable hemp menstrual pad company.
- Provided design strategy and user research for a platform teaching children empathy through charity.

### VANCITY

Senior Design Course  
2019

A companion app for VANCITY members, developed in the senior design course, helps manage credit and set credit-building goals to support financial well-being. It was presented to VANCITY's digital strategy team.

- Evaluated user research to transform abstract ideas into planning tools like journey maps and user personas.
- Developed design deliverables that elevated, differentiated and functioned on-brand.
- Performed post-production tasks: editing sound, sequences, and delivering final products.

## Education

### Simon Fraser University

BA School of Interactive Arts and Technology