

**HELEN DASEUL KIM**

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**Experience****Studio Paradise**

March 2018

**Farewell Studio**

Winter 2017/2018

**Y&R (Young & Rubicam)**

2017

**Sibling Rivalry**

September/October 2017

**Sylvain Labs**

September 2017

**Farewell Studio**

Summer 2016

**Girl On Girl**

Fall 2016

**Description****Freelance Designer**

Produced visual brand concept ideas for a honey brand called Vee's Honey, work entailed logo lockups, graphic motifs and secondary marks.

**Freelance Designer**

Illustrated graphic motifs for hospitality and wellness clients, as well as, produced designs for print and web collateral. Clients consisted of Apothecanna, La Esquina, La Amalia and American Contemporary Ballet (ACB).

**Freelance Designer**

Assisted on producing client presentations for new business and design pitches, as well as, produced a full data visualization toolkit for PWC.

**Freelance Designer**

Explored design concepts for a variety of broadcast and media clients such as Verizon, Promax and Freeform. Area of projects included branding, typography and layout for commercials, opening title sequences and program specials.

**Freelance Designer**

Produced visual content for Google and Kin's strategy pitches such as promotional illustrations in partnership with other tech companies and app screen mockups.

**Design Intern**

Partook in branding concept ideation and execution process for clients such as restaurants, marketing agencies, and Coney Island brewing company. Collateral design consisted of menu and brochure layouts, vector illustrations, logo sketching, package design and other tangibles.

**Exhibitor**

Submitted an illustration to an annual art show held by an art collective of female identifying artists, creating a supportive community for collaboration and growth across all mediums. The fall show held by the Syracuse Chapter stood by the concept of "spatial relations".

**Skills**

English & Korean  
InDesign CC  
Illustrator CC  
Photoshop CC  
After Effects CC  
Microsoft Office Suite  
Photography

**Education**

Syracuse University  
Visual & Performing Arts  
School of Design

B.F.A *Bachelor of Fine Arts*  
Communication's Design  
2017