

Sophie Kim

DIGITAL DESIGNER

HELLO

Hi! I'm Sophie. I'm a New York-based creative who loves to make smart digital experiences for small and big brands. I have industry experiences with both healthcare and consumer brands and my expertise includes UI/UX, web, mobile, app, branding, and social.

Outside work, I love to bike around the city and enjoy discovering a cute tea place throughout the city. My inspiration comes from many things – architecture, nature, travel, and cooking.

EXPERIENCE

Co-Founder / Creative Director

Starrd Studio / August 2022 - Present

📍 New York, NY

Directing and providing comprehensive design & creative solutions for e-commerce brands in dynamic industries including pet, tech, fashion, health and more.

UI/UX Designer

Self-Employed / August 2019 - Present

📍 New York, NY

Providing UI/UX, responsive Web, branding and graphic design service for global clients like BlueTileLab, Nielsen, Detect, Bloomberg Harvard, WebMD and more.

Digital Designer

MullenLowe Profero / May 2016 - July 2019

📍 New York, NY

Worked as a digital product designer and provided UI/UX service for brands like Harley Davidson, Kaiser Permanente, Paper Source, Monster, Marzetti, Banner Health, Cointreau, Apple, and more.

Jr Art Director

Havas Health / June 2015 - May 2016

📍 New York, NY

Art-directed and designed digital products and collaterals for clients like New York-Presbyterian, Pfizer and Sanofi Genzyme.

Freelance Art Director

J. Walter Thompson / Sept 2014 - Nov 2014

📍 New York, NY

Worked on campaign ideas and branding for #IWILLLISTEN project for raising awareness on mental illness.

TOOLS

Figma Sketch Miro Photoshop Illustrator Indesign
InVision Wordpress Zeplin Jira Keynote Powerpoint

CONTACT

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EDUCATION

Bachelor of Design and Advertising

School of Visual Arts
2011-2015

Advertising and Graphic Design

Fullerton College
2009-2011

HONOR & AWARDS

New York Festivals Finalist
2015

One Show Young Ones Merit
2014

Art Directors Club Exhibition
2014, 2015

