

SOOLEEN KIM

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SUMMARY

Designer with a strong foundation in typography, layout, and visual communication, and a portfolio spanning brand identity, UX/UI, and motion across static and digital formats. Experienced developing concepts from moodboards and style frames through polished, production-ready work, with a curiosity for UI, motion, and interaction. Comfortable incorporating feedback from Art Directors and collaborating across creative teams in fast-paced environments. Proficient in Figma and Adobe Creative Suite, with an original concept app recognized by the Red Dot Award.

SKILLS

- **Visual Design:** typography, layout, visual communication, brand identity, style frames, moodboards
- **UI & Motion:** UX/UI strategy, wireframes, high-fidelity prototypes, interaction design, 3D animation, storyboarding
- **Production:** static and video formats, production-ready digital assets, concept development through final execution
- **Collaboration:** working with Creative Directors, Art Directors, founders, and developers; incorporating feedback in collaborative environments
- **Tools:** Figma, FigJam, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Blender, Unity, Spline, P5.js, HTML/CSS, Claude, ChatGPT, Gemini, Midjourney

EXPERIENCE

Freelance Designer — Los Angeles, CA

2023 – Present

- Designed brand identity systems, marketing assets, websites, and digital concepts for startups and small businesses, taking projects from exploratory concepting through production-ready execution
- Served as sole designer for a startup backed by NVIDIA Inception, working closely with the founder and developers to design brand identity, visual guidelines, product assets, wireframes, UX/UI strategy, and prototypes for app and web
- Partnered with founders and stakeholders across clients including Starlite Collective, Now Fruit Nito Soccer Academy, Legends Futbol Academy, KiraKira Institute, Shaff Family Foundation, and Zoly AI, incorporating feedback through iterative rounds of design

Design Technician — Pratt Institute Reprographics Lab, Brooklyn, NY

2021 – 2024

- Resolved technical and design challenges across customer design, printing, and finishing production
- Coordinated print demo sessions and managed sales transactions, ensuring a seamless customer experience

FEATURED PROJECT

Wallog — Original Concept App | Red Dot Award, Brand & Communication Design, 2025

2024

- Developed concepts through moodboards, wireframes, and storyboards into a full brand identity, UX/UI prototypes, and promotional video content across static and motion formats
- Recognized with the Red Dot Award for design excellence and innovation in brand and communication design

EDUCATION

Pratt Institute — Brooklyn, NY

BFA, Communication Design & Sustainability Studies | 2021 – 2024

GPA: 3.93/4.0, Highest Honors. Awards: President's List (2021–2024), Red Dot Award (Thesis Project)

University of the Arts London — London, UK

Study Abroad, BA (Hons) Graphic Media Design | 2023

Grade: A/A

AWARDS

- Red Dot Award 2025: Brand & Communication Design — Berlin, Germany
- Alpha Gamma Sigma State Convention Awards — California, USA, 2021
- Pratt Institute President's List — Brooklyn, NY, 2021–2024