

SANGHO KIM

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Password: 20162016



EXPERIENCE

2025 March - Present
Seoul, Korea

Heum Senior Brand & UI Designer

- Collaborated with product and marketing teams to develop the brand foundation for the company's core SaaS product, designing the product logo, color palette, typography, and UI design system to deliver a cohesive and consistent brand experience across all customer touch-points.
- Designed and developed marketing and product-launch landing pages using Framer as a no-code developer, supporting business goals with optimized layouts, clear messaging, and engaging visual direction.
- Created and maintained the company's design system, including typography, UI components, layout standards, and style guidelines, enabling scalable workflow and consistent asset production across product and marketing initiatives.
- Managed visual assets and brand materials to support product launches and campaigns, working closely with internal stakeholders and external marketing agencies to ensure alignment with brand strategy and design guidelines.
- Provided multiple design concepts and creative directions under tight timelines, demonstrating strong problem-solving abilities and ownership in driving high-quality deliverables to completion.

Projects:

- Alfred Branding
- Alfred Design System
- Heum Tax Accounting Service Website

2023 July - 2025 January
Seoul, Korea

Arcreal Senior Product Designer

- Collaborated with the CEO, CTO, and PM to conduct product research, including user interviews with dental clinic staff and lab technicians, creating user personas, and performing competitive analysis to design an intuitive and user-friendly product.
- Led the design of Arcgrid, simplifying complex medical software by incorporating familiar and intuitive UI patterns to reduce the learning curve and enhance usability.
- Designed the Arcscan product launch website, showcasing the product's design and the company's vision. The website earned an Honorable Mention from Awwwards.com, which led to a rapid increase in site visitors and helped the company rank 4th in search results for "intraoral scanner."
- Led the design of Arcgrid Lab, a collaboration platform that connects dental clinics and labs, streamlining workflows and improving communication.

Projects:

- Arcgrid Branding
- Arcgrid
- Arcgrid Lab
- Arcscan Launch Website
- Arcscan Launching Video
- 2024 CDS Booth Design

2023 January - 2023 July
Seoul, Korea

Dongnae
UX/UI Designer

- Conducted UX research, including competitor and market analysis, to improve the company's products and services.
- Led the design of key projects such as "List Your Home" on Dongnae.com and the "Rental Contract Builder," creating mockups and prototypes to test hypotheses and ensure features effectively addressed customer needs.
- Redesigned Dongnae.com, optimizing it for CMS integration so the internal team could easily manage and update content. This led to an increase in site visitors and longer user session times.

Projects:

List Your Home

Rental Contract Builder

Dongnae.com

2021 May - 2022 December
Seoul, Korea

Mediance
Creative Team Lead

- Managed the Creative Strategy and Platform Design Teams, developing team dashboards to improve task visibility and team efficiency - designed quarterly and annual creative team newsletters to showcase achievements, contributions, and work visibility, boosting internal motivation and confidence.
- Collaborated with Product Owners, Product Managers, and the R&D team to define key features and establish the creative roadmap.
- Designed UX strategies for "Self Campaign Biz Center", enabling brands to monitor and optimize influencer ad campaign performance.
- Led design projects for Stylemate (a fashion creator marketing app) and Mediance Lab (a marketing influencer analysis tool), which helped secure business collaborations with major fashion e-commerce companies.
- Maintained a cohesive design system and worked with developers to improve workflow efficiency.
- Created executive presentations, tracked OKRs and KPIs, and collaborated with the People team to streamline hiring and onboarding processes.

Projects:

Self Campaign Biz Center

Stylemate App

Mediance Lab

2016 January - 2021 March
New York City, United States

Criteo Americas
Senior Creative Consultant

- Proactively monitored campaigns to identify creative optimizations, providing valuable support to the commercial team and clients.
- Developed creative strategies to ensure a positive digital advertising experience for Tier 1 Americas clients across platforms, including desktop, mobile, app, and native.
- Collaborated with global creative and analytics teams to produce data-driven insights and best practices, such as A/B testing for omni-channel creative performance.
- Utilized Tableau and creative analytics to deliver data-driven strategies, including banner element analysis, quarterly reviews, and creative heatmaps.
- Created interactive ads for Hudson's Bay Group brands, including Hudson's Bay, Saks Fifth Avenue, Saks Off 5th, and Lord & Taylor. Designed action-driven UI to enhance marketing campaigns, significantly contributing to an annual ad spend exceeding 20 billion USD.

Clients:

UnderArmour

Mayc's

Home Depot

Saks Fifth Avenue

Gilt

Hudson's Bay

Delta Air Lines

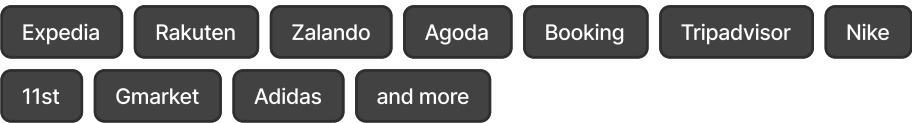
and more

2011 December - 2015 December
Tokyo, Japan

Criteo APAC
Senior Creative Strategist

- Managed creative requests for top-tier accounts in North and Southeast Asia, designing personalized retargeting banners, optimizing performance, and delivering insights using internal reporting tools.
- Developed a globally adopted banner template by creating wireframes, conducting design testing, building prototypes, and monitoring performance.
- Acted as a creative communication specialist for the APAC market, distributing global creative updates and maintaining training materials for stakeholders.
- Provided creative product training for new employees and junior designers, mentoring team members to effectively implement new products and features.
- Collaborated with the HQ R&D team to develop two globally used dynamic creative UI templates. Led concept development, wireframe creation, and design iterations based on user research and market trends. Successfully launched the templates, demonstrating up to a 12% increase in conversion rates and improved banner click-through rates through A/B testing.

Clients:

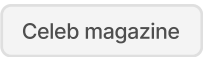


2011 March - 2011 November
Seoul, Korea

Fastcompany
Lead Editorial Designer

- Collaborated with multiple teams to develop the creative concept, bundle page layouts, and typography for Celeb magazine through iterative processes.
- Oversaw the prepress phase, ensuring design files were clean, organized, and print-ready in collaboration with external vendors.
- Created the digital version of the magazine, adapting layouts and content for desktop, tablet, and mobile devices.
- Designed marketing materials for promotional events and mentored junior designers, providing guidance to enhance their skills and creative direction

Projects:



2010 July - 2011 March
Toronto, Canada

Incomrealestate.com
Web Designer

- Designed and developed CMS-optimized real estate listing website templates for agents, delivering full-stack solutions from concept to high-fidelity mockups and fully functional web pages using HTML, CSS, and JavaScript.
- Created the Homelife landing page, including a comprehensive style guide with a color palette, typography, and UI elements such as button components, property icons, and search tools.
- Collaborated with developers and product teams to deliver user-centric website experiences and conducted browser compatibility testing to ensure optimal performance across all platforms.

2010 February - 2010 July
Toronto, Canada

Dynamitenetwork.com
Web Designer Contractor

- Assisted the Creative Director and collaborated with designers on projects like website templates, online banners, and email designs.
- Worked with developers and other teams to solve complex design challenges.
- Maintained and updated client page content and digital ad designs.
- Designed sales pitch mockups and marketing presentation materials.

2010 February- 2010 June
Toronto, Canada

Truexperiencestours.com

Web Designer Contractor

- Developed the company's website from concept to high-fidelity mockups and functioning web pages using HTML, CSS, and JavaScript.
- Designed hundreds of travel product and package detail pages with intuitive and user-friendly layouts.
- Maintained and updated site content while creating electronic travel brochures and promotional print materials.

2008 July - 2009 November
Toronto, Canada

PrintlandPlus

Junior Graphic Designer

- Assisted in developing and executing concepts and visual ideas for various design projects.
- Resized and refined creative concepts from senior designers, delivering print-ready artwork. Designed and maintained promotional materials, brochures, business cards, and posters.
- Oversaw the prepress process to ensure final outputs met client expectations.

EDUCATION

2019 February - 2019 April New York City, United States	General Assembly Certificate completion of Data Analytics 101
2008 June - 2008 July Basel, Switzerland	Basel School of Design Basics in Design and Typography with Wolfgang Weingart
2004 September - 2008 June Toronto, Canada	OCAD Ontario College Art Design Toronto, Canada BA in Graphic Design

AWARDS

2024 April 29 Awwwards.com	Awwwards.com Honorable Mention By arcreal.com
2008 April Toronto, Canada	The Design for Humanity Challenge Third Prize, Exhibition at Toronto Civic Center, Toronto
2008 February Toronto, Canada	2008 OCAD Faculty of Design Student Competition Honorable Mention

EXPERTISE

- Brand Identity
- Digital Interactive Ads
- Graphic Design
- UX Research
- UI & Visual Design
- Editorial Design

SKILLS

- Adobe Creative Suit
- Figma
- Html/CSS
- SQL
- Framer