JAY KIM

Senior Designer

www.heyitsjay.com

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619.754.5533

Work Experience

Senior Marketing Designer / Global Dynamics

2024 – Present • Temecula, CA

- Lead end-to-end design for clients across energy, infrastructure, and consumer food, including EPX Group, Vietz, and AvocadoOrganic, from concept and art direction through delivery.
- Design websites, brand identities, packaging, and social campaigns, translating complex business offerings into clear, compelling experiences for diverse audiences.
- Use AI tools including Figma AI, ChatGPT, and Claude to accelerate concept exploration, copy iteration, and production, delivering polished work on tight timelines.

Design Lead / Match Group

2017 – 2024 • West Hollywood, CA

- Led design for dating apps BLK and Upward from strategy and exploration through launch, shaping omnichannel campaigns across paid media, influencer, social, PR, and experiential to drive brand and performance growth.
- Partnered with Product, Engineering, Consumer Insights, Brand, and Executive teams to turn research and data into design decisions, helping scale BLK from 2.3M to 13M+ downloads (465% growth over five years).
- Translated marketing campaigns into cohesive experiences across in-app surfaces and paid channels (TV, Hulu, Meta, Snapchat, YouTube, TikTok) for Match, Hinge, and Tinder, maintaining visual consistency from ad to app.

Web Designer / Proactiv

2014 – 2017 • El Segundo, CA

- Designed mobile and web experiences, landing pages, and email flows for beauty and skincare products across multiple e-commerce sites.
- Ran A/B and usability testing to refine the user experience and SEO, lifting conversion rates by at least 3.5% per month across sites and email campaigns.
- Partnered with stakeholders, PMs, and engineering leads on large-scale launches, including the ProactivMD product line.

UI Designer / Annex Cloud

2013 – 2014 • Playa Vista, CA

- Designed e-commerce marketing solutions for retail businesses, including landing pages, pop-up modals, banner ads, presentation decks, and print collateral.

Education

University of Southern California
MFA Animation & Digital Arts

UC San Diego
BA Visual Arts Media

Nielsen Norman Group
UX Certificate – 2022

Interaction Design Foundation
HCI – 2020

General Assembly
UX Design Circuit – 2019

Skills

Product Design
Interaction Design
Prototyping
A/B & Usability Testing
Visual Design
Brand Design
Motion Design
Figma
Illustrator
Photoshop
After Effects
Premiere Pro
Figma AI
ChatGPT
Claude