

JAY KIM

Visual Designer

Work Experience

Match Group / Design Lead

2017 - 2024, WEST HOLLYWOOD CA

- Leads design strategies for dating brands BLK and Upward. Conceptualizes digital marketing creatives for other brands such as Match, Hinge, and Tinder.
- Designs static, motion, and video ad creatives for TV, Hulu, Print, Facebook, Instagram, Snapchat, YouTube, and TikTok.
- Collaborates with Product, Development, Consumer Insights, Brand, and Executive teams to ideate, concept, and deliver high-impact projects and campaigns.

Proactiv / Web Designer

2014 - 2017, EL SEGUNDO CA

- Created digital marketing solutions for consumer products in beauty and skincare categories. Designed landing pages, emails, and mobile/web user interfaces.
- Worked closely with stakeholders, project managers, and development leads on large scale projects such as the launch of new product line (ProactivMD).

Annex Cloud / UI Designer

2013 - 2014, PLAYA VISTA CA

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

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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

Figma
Premier
Illustrator
Photoshop
After Effects

Visual Design
Brand Design
Motion Design
Product Design
Interaction Design