

# JAY KIM

## Visual Designer

### Work Experience

#### Match Group / Design Lead

2017 - PRESENT, 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.

[www.heyitsjay.com](http://www.heyitsjay.com)

[jayrkim@gmail.com](mailto:jayrkim@gmail.com)

619.754.5533

### 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