

# cheung yoon kim

[Portfolio](#)[LinkedIn](#)[Behance](#)

Multidisciplinary designer with over 10 years of experience in 360 brand development, art direction and visual communication. Works collaboratively to conceptualize and oversee creative visual solutions with consideration of both user needs and business goals. Executed award-winning projects involving print, digital, social and video assets for a diverse range of local and global clients.

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## Work Experience

2021 - 2024 | Art Director  
ICR (New York, NY)

- Successfully rebranded Promontory Pharmaceuticals, which won the 2023 Bull Dog PR Award Bronze.
- Engaged in client presentations to articulate and elucidate design concepts, effectively communicating the vision and value proposition to stakeholders.

2011 - 2021 | Senior Designer  
Squat New York (New York, NY)

- Progressed from Intern to Senior Designer over a decade-long tenure with the company, showcasing dedication and continuous growth within the organization.
- Lead designer in the extensive rebranding of Ideal Protein. This included conceptualizing, supervising photoshoots, executing the design for over 160 packages, designing the website and creating campaigns.
- Led the branding and packaging design for Sparq Vitamin Air, which resulted in Sparq's Indiegogo campaign raising over \$100k, more than 500% of their initial goal, with almost two weeks to spare. This project was featured in The Dieline and World Brand Design Society.
- An integral member of a 5-person team instrumental in crafting the brand identity design for WeWork, catalyzing the firm's evolution into the nation's largest and most dynamic coworking community.
- Oversaw the entire design process from conceptualization to execution, and regularly provided design guidance to Junior Designers.

## Education

2010 | BFA, Graphic Design  
School of Visual Arts (New York, NY)

- SVA Honors Program
- Silas H. Rhodes Scholarship

## Awards & Features

- 2023 Bulldog PR Award (Bronze) →
- 2019 The Dieline →
- 2019 World Brand Design Society →
- 2018 World Brand Design Society →
- 2015 IDN Magazine Vol. 21 →
- 2015 The Drum Creative Showcase →
- 2015 Graphic Design USA →
- 2015 Inspire Magazine Vol. 7
- 2015 Brand Magazine Issue 21
- 2015 The FWA Shortlist
- 2014 Dexigner →
- 2012 Folio Eddie & Ozzie (Silver)

## Expertise

Art Direction  
Concept Development  
Branding & Visual Identity  
Typography & Layout  
B2B & B2C  
Graphic Design  
Website Design  
Package Design  
Editorial Design  
Signage Design  
Video Editing