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Hi, my name is **Jina Kim** and I am a **UX/Visual** designer.



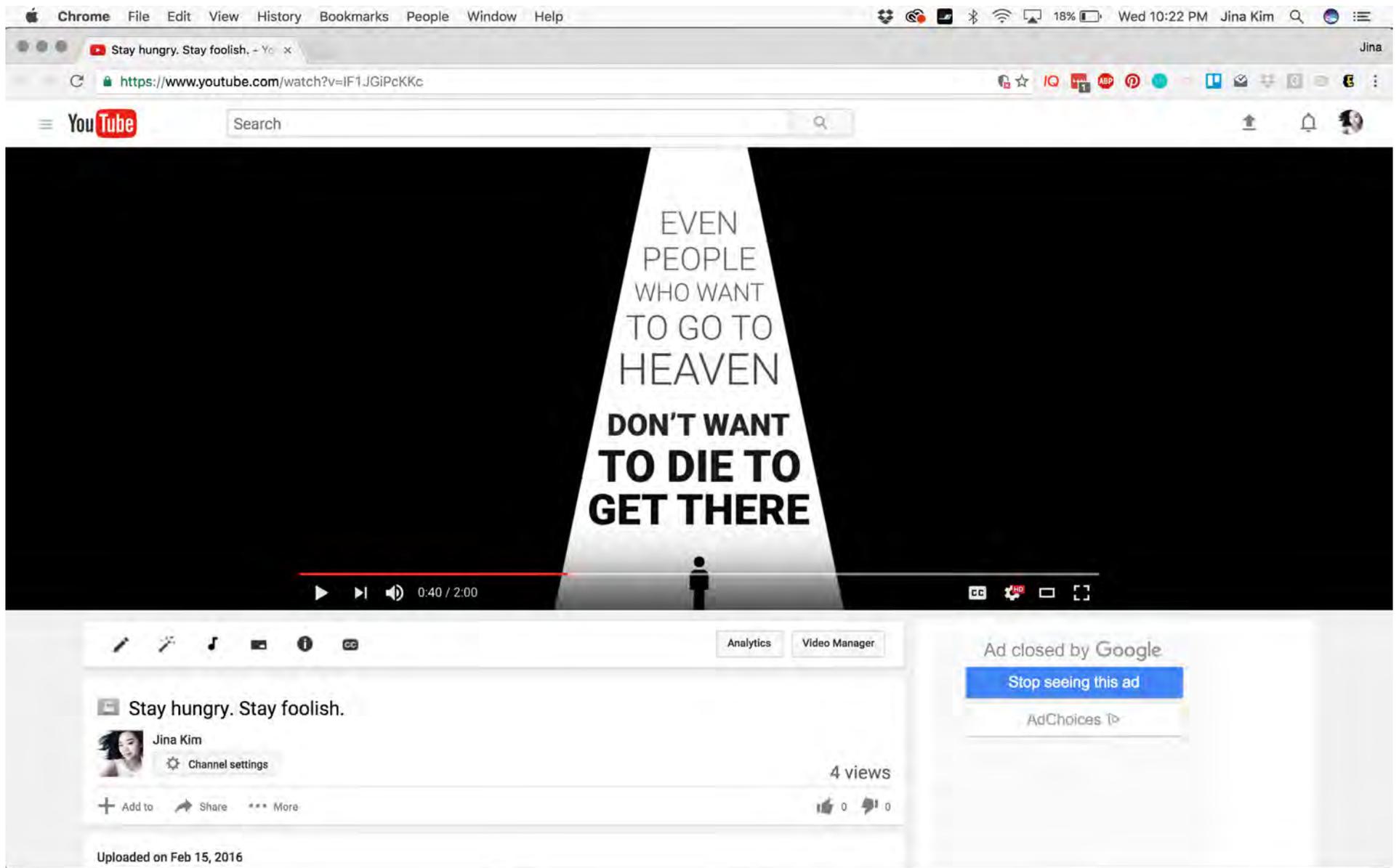
Multifaceted, efficient, and honest designer with 8+ years of experience with print and web design. Pixel perfecter that respects strict guidelines and schedules. Has a passionate belief in the power of simplicity to enhance user responsiveness.



SLATE

LOGO | SLATE | ILLUSTRATOR

Logo design for a translation/transcribing web application.



KINETIC TYPOGRAPHY | STEVE JOBS - "STAY HUNGRY. STAY FOOLISH." | AFTER EFFECTS

Kinetic typography for a compilation of Steve Jobs famous Stanford speech.

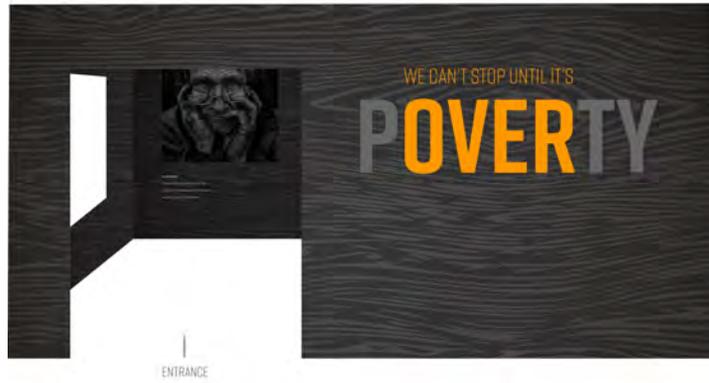


TYPEFACE | *PINOCCHIO* | ILLUSTRATOR

Typeface design I created based off of Pinocchio.

TRADE SHOW BOOTH

MATERIALS: HONEYCOMB WOOD PANELS, SOY INKS



CUT-OUT TO SEE PEOPLE INSIDE AND OUTSIDE OF BOOTH TO SHOW THAT POVERTY CAN LOOK LIKE ANYONE



GIVEAWAY BEANIE

MATERIALS: UNDYED ALPACA FIBERS



SUSTAINABLE DESIGN | *POVERTY* | ILLUSTRATOR

Trade show booth, collateral, and giveaway design for a campaign to educate people about poverty with sustainable design.



MAGAZINE ADS | TESLA | ILLUSTRATOR, PHOTOSHOP

Magazine ad designs for Tesla and the Model 3, targeting families.



MAILER PACKAGE | PROTECT YOUR KIDS | ILLUSTRATOR

Magazine ads, billboards, and web banner designs for a Spotify campaign to promote their Discover Weekly playlist.



POSTER | NETFLIX, *STRANGER THINGS* | ILLUSTRATOR/PHOTOSHOP

Poster design for the original Netflix series Stranger Things to help promote the show.



SHOEBOX | MARMALADES | ILLUSTRATOR/INDESIGN

Shoebox design for a little girl's shoe company that I created called Marmalades.



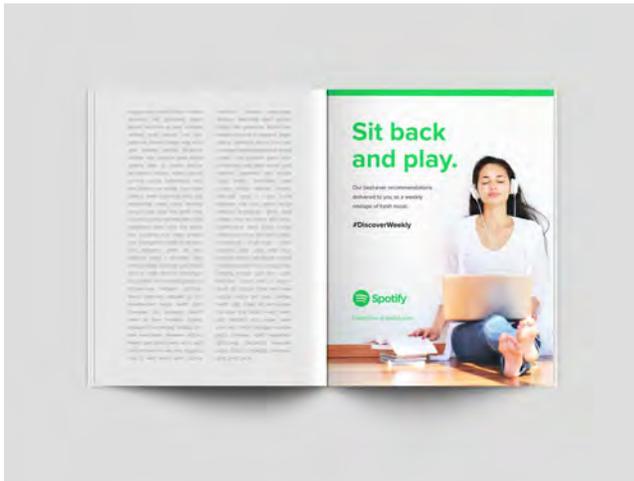
MAILER | THE SHEPHERD'S GUIDE | ILLUSTRATOR/INDESIGN

Mailer designs for a campaign for The Shepherd's Guide to promote their new website and encourage business owners to claim their free listing online.



CD | JAE JIN, *KAIROS* | ILLUSTRATOR

CD layout design for my friend Jae Jin for his debut album *KAIROS*.

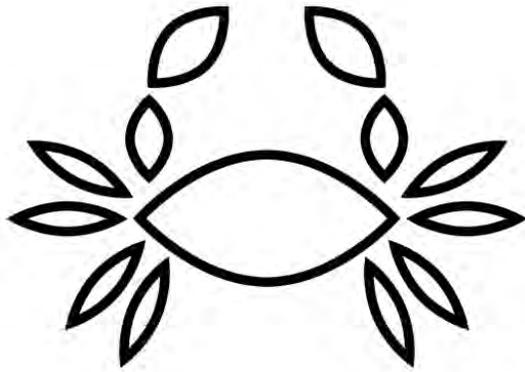


Weekly mixtape of fresh music delivered to you. 

Custom-made playlists, just for you. [Listen free on Spotify](#) 

AD CAMPAIGN | SPOTIFY | ILLUSTRATOR

Magazine ads, billboards, and web banner designs for a Spotify campaign to promote their Discover Weekly playlist.



BRANDING | THE MARYLAND COLLECTIVE | ILLUSTRATOR

Branding for The Maryland Collective - a shop for locally produced and designed art and apparel.



abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890~!@#\$%^&*(){}|'";.,-+=
 (ITC Fenice Light)

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890~!@#\$%^&*(){}|'";.,-+=
 (ITC Fenice Oblique)

ITC
 International Typographic Corporation
 1000 Broadway
 New York, NY 10018
 www.itc.com

ITC Fenice is presented in a variety of typefaces designed in the tradition of 18th and 19th century, and thus gives a tradition to the up to the 19th century processes called a highly sophisticated design philosophy, and represented the ultimate refinement of the typographic letter at that time. Inspiring on the modern style has been a challenge to type designers for the past few hundred years. ITC Fenice brings the distinctive characteristics and subtle refinements of earlier designs, but it also accommodates modern technology and typographic needs.

(ITC Fenice Light)

(ITC Fenice Oblique)

FLY HIGH L K

All the beauty of 18th century classic typeface designs.

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890~!@#\$%^&*(){}|'";.,-+=
 (ITC Fenice Bold)

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890~!@#\$%^&*(){}|'";.,-+=
 (ITC Fenice Ultra)

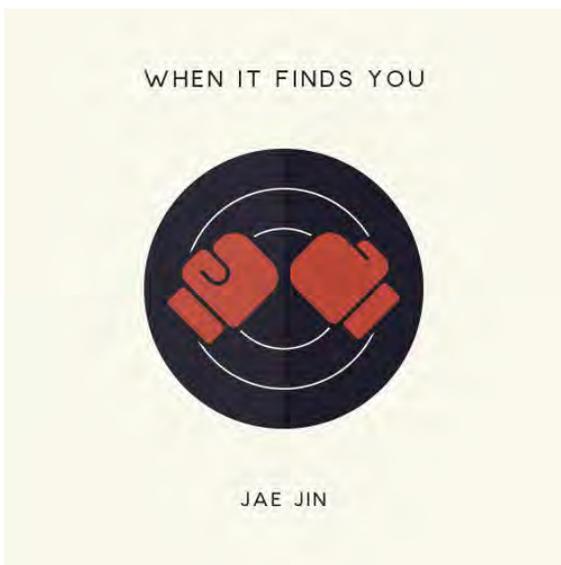
Natural for applications which require the economical use of space.

Retains such distinctive characteristics and blends them with a contemporary structural style.

It is Downright Easy To Use.

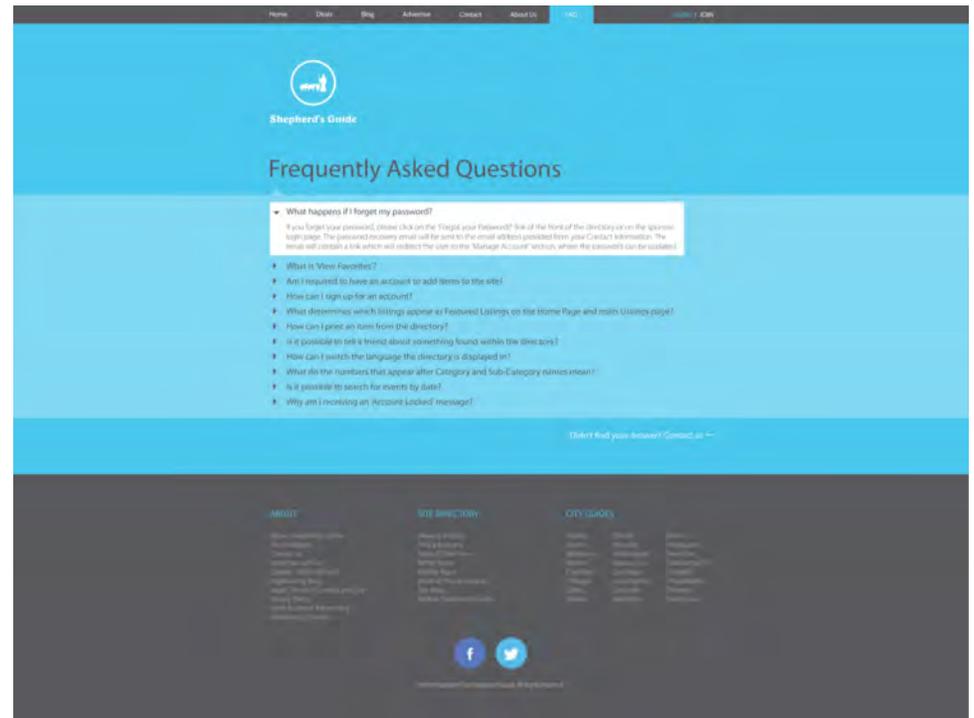
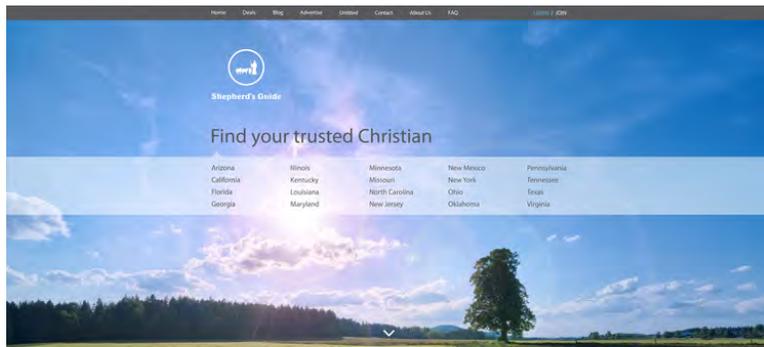
TYPE BOOK | FENICE | ILLUSTRATOR/INDESIGN

Type book for ITC Fenice, sent as a mailer to educate people about the typeface and show examples of how it can be used.



SINGLE ART | JAE JIN | ILLUSTRATOR

Single art series for Jae Jin off of his debut album KAIROS.



WEBSITE REDESIGN | THE SHEPHERD'S GUIDE | ILLUSTRATOR

Website redesign for The Shepherd's Guide - transitioning the company from printed books to encourage their customers to utilize their new website



WEBSITE REDESIGN | PURE WINE CAFE | ILLUSTRATOR

Website redesign for Pure Wine Cafe

stabilite™

LOGO | GLATFELTER PAPER | ILLUSTRATOR

Logo design for a lightweight and strong publishing paper.

THE WHIMSICAL & WOEFUL WORLD OF LANG LEAV



SAD SONGS BY LANG LEAV

Once there was a boy who couldn't speak but owned a music box which held every song in all the world. One day he met a girl who had never heard a single melody in her entire life and so he decided to play her his favourite song. He watched while her face lit up with wonder as the music filled the sky and the poetry of lyrics moved her in a way she had never felt before.

He would play his songs for her day after day and she would sit by him quietly—never seeming to mind that he could only speak to her through song. She loved everything he played for her, but of them all—she loved the sad songs best. So he began to play them more and more until eventually, sad songs were all she heard.



One day, he noticed it had been a very long time since her last smile. When he asked her why, she took both his hands in hers and kissed them warmly. She thanked him for his gift of music and poetry but above all else—for showing her sadness because she had known neither of these things before him. But it was now time for her to go away—to find someone who could show her what happiness was.

Do you remember the song that was playing the night we met?

No, but I remember every song I have heard since you left.



ABOUT THE AUTHOR

The enchanting work of contemporary author and artist Lang Leav swings between the whimsical and woeful, expressing a complexity beneath its child-like facade.

Her imagination stretches across a variety of disciplines encompassing art, poetry and books. She is currently represented by New York literary agent Al Zuckerman from Writers House.

Frequently invited to exhibit at high profile exhibitions locally and overseas, she has since built up a loyal following of international fans.

Her handcrafted book, *Charlie's Widow*, was presented to iconic film director Tim Burton at the opening of his *Wonderland* exhibition at the Australian Centre for the Moving Image.

In 2013, Lang launched her latest book *Love & Misadventure*, published in the US by Andrews McMeel. The Amazon #1 Bestseller is now available from major bookstores worldwide including Barnes & Noble, Kinokuniya, Fully Booked, Waterstones, Penplus and Chapters/Indigo.



MAGAZINE SPREAD | LANG LEAV | ILLUSTRATOR

Illustrated magazine spread for poet Lang Leav

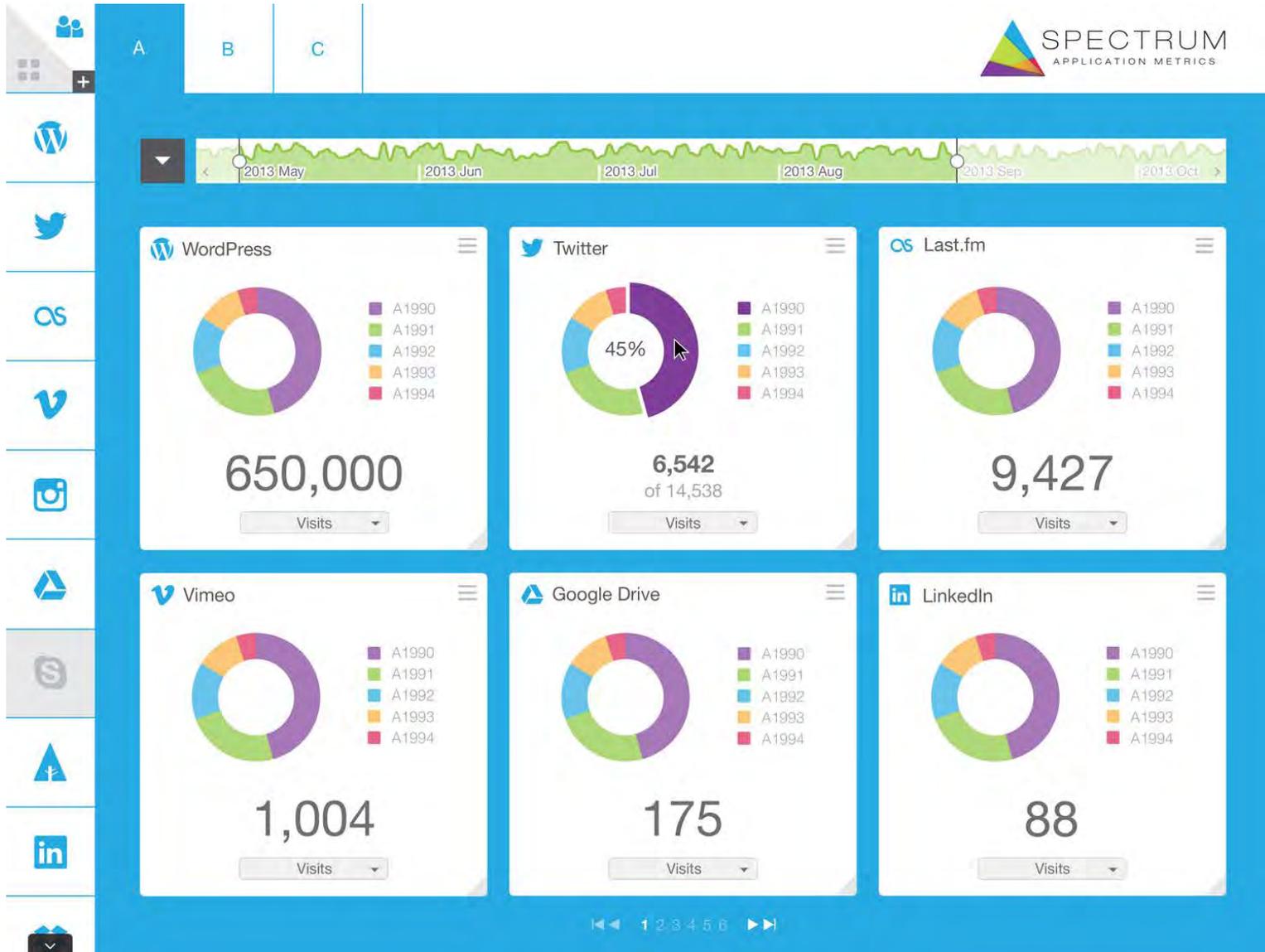


SPECTRUM

APPLICATION METRICS

LOGO | SPECTRUM | ILLUSTRATOR

Logo design for an analytics tool.



WEB APPLICATION | SPECTRUM | ILLUSTRATOR

Web application design for an analytical tool.