

# CHARLES KIM JR.

## Art Director

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*2010 ~ 2011* **SCORE BIG | HOLLYWOOD, CA**  
ART DIRECTOR

Established visual identity in fast-paced startup environment targeting e-commerce ticketing events. Worked closely with New York based agency, Brand Union, to define branding and messaging while managing design resources. Spearheaded AB testing efforts with the goal of improving overall user experience with an emphasis in the e-commerce space.

*2009 ~ 2010* **FOX INTERACTIVE MEDIA | BEVERLY HILLS, CA**  
SENIOR VISUAL DESIGNER

Lead creative responsible for establishing network-wide visual design patterns via international markets. Streamlined MySpace products for global audiences through research and intuitive design. Markedly increased traffic through comprehensive online marketing focused on audience retention and traffic generation.

*Key Achievement*

**MySpace Music**

- Win-back campaigns consisted of key site engagements points that were further segmented by target audience groups in the areas of music videos, new artists, artist playlists, band accounts
- This campaign vitally increased the overall traffic of the site through higher click-through rates, user-engagement and retention

*2006 ~ 2008* **YAHOO! | SANTA MONICA, CA**  
SENIOR VISUAL DESIGNER

Design lead, defined visual voice and interaction design patterns across various verticals; Music, Tech, Food, and Kids. Lead projects for clients including Pepsi and Nissan to promote brands through new media strategies directly involving Yahoo properties. Set the visual design direction for Yahoo Music's Pepsi Smash, Music Player, and Kid's Sports & Parents.

*Key Achievement*

**Pepsi Smash**

- Worked with client on direction of their rebranded Pepsi voice (2006 & 2008) online
- Conceptualized and designed for Smash music artist's lifestyles to be displayed prominently on site with a heavy emphasis on video and media sharing abilities

*2004 ~ 2006* **AVENUE A - RAZORFISH | LOS ANGELES, CA**  
SENIOR VISUAL DESIGNER

Designer on large-scale projects including RedBull, Napster, Lexus, Target, Visa, Live Nation, Sony, and Intermec. Delivered through all stages of creative lifecycle: concept, ideation, architecture design as well as visual design. Developed innovative strategies for high-value pitches that helped define Avenue A - Razorfish as the choice agency for numerous clients.

*Key Achievement*

**Visa NFL Campaign**

- Worked closely with Visa to strategize key ideas for NFL fan based participants
- Successfully executed idea of flash based games for prize give outs and rewards

*Education* **UNIVERSITY OF CALIFORNIA, IRVINE** ~ Bachelors School of the Art