

# Jooyong 'J.Y' Kim

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## Animation & Graphics Designer

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Entrepreneurial and team work-minded design professional, with more than 12 years of experience translating business requirements into animated content for broadcast and web. Direct and implement Motion Graphics, UX/UI Design and Broadcast Design projects from conception through launch, meeting deadlines, remaining within budgets, and exceeding client expectations for quality. Partner effectively with client and team members to produce content consistent with branding or rebranding strategies, maximizes exposure across client's market, and delivers measurable return on investment.

### *Areas of Emphasis*

- Full Life Cycle Project Management
- Graphic Design / Animation
- Illustration
- Market Assessment
- Editing
- Client / Customer Relations
- Broadcast Opening / Closing Graphics
- UI/UX works
- Rebranding / Packaging works
- Strong Teamwork

## Professional Experience

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### **INDEPENDENT MOTION GRAPHICS ARTIST, 2006 to Present**

*Establish and maintain accounts with clients seeking animation solutions that coalesce their company message, establish or protect the brand, and bond with their customers for long lasting relationships.*

Assess client market position and trends as the methodology to devise strategy, offer solutions tailored to client's goals, and fully represent the brand guidelines. Create and deliver works for use in commercial projects, broadcast rebranding, boards/animations, storyboards, sketching, motion studies for UI/UX works and other artifacts required for cutting-edge motion graphics. Illustrate, design, and animate graphic elements and opening sequence for holiday specials on Broadcast Networks, independent stations, and other entertainment / information arms.

### **Selected Achievements:**

- Developed the overall look and feel of on-air graphics for Revolt TV, including show package, open animation, and other animations within individual programs.
- Created graphics packages and opening animations Nat Geo, Apple, NFL, WB, Fox Sports and Revolt TV.
- Fabricated UI/UX works for web and mobile devices, including Amazon, Starbucks, Apple, Instagram and YouTube.

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Short list of Clients includes:

- 72 & Sunny / AKQA / Amazon / Apple / Buck / Digital Kitchen / DirecTV / Deviants / Live Animals Inc / Eyeball NYC / Fox Sports / Fuse Interactive / Gnet / Hornet / Imaginary Forces / Instagram / Launty! / LOGAN(Locan & Sons) / Loyalkaspar / Motion Theory(Mirada) / MTV / NGTV / National TV / Oishii Creative / Prologue Film / PSYOP / REVOLT TV / SuperFAD / Shilo / Stardust(Los York) / Starbucks / The Famous Group / Transistor Studio / Troika / Woodshop.tv

*Previous roles include Lead Animator (Staff): Motion Graphics Dept. for the NGTV Network*

## Educational Background

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**Bachelor of Fine Arts in Digital Media, 2006**  
Otis College of Art and Design, Los Angeles