



Jenny Kim

Art Director

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EDUCATION

Boston University '17

B.S. in Communication, Advertising
Concentration in Psychology

AWARDS

The Ad Club Hatch Awards
Merit, Student Campaign | 2017

SKILLS

Art Direction
Brand Strategy
Branding/Identity Systems
Photography
Print
Motion Graphics
Photo/Video Editing
UI/UX Design

SOFTWARE

Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Adobe Lightroom
Adobe After Effects
Adobe Premiere Pro
Sketch
Figma
Keynote

EXPERIENCE

superdigital – Boston, MA

Art Director | June 2019 - Present

Associate Art Director | February 2019 - June 2019

Stepped up as creative lead on all accounts for nearly two years after the Creative Director took leave unexpectedly. Led creative presentations for five successful new biz pitches, contributing to a 200% growth in our agency and client roster.

Creating at the speed of social for a digital-first world, I've worked on— Ocean Spray, Guy Fieri, Nerf, Showcase Cinemas, Hood, Mi Nina Tortilla, Julian Edelman, Vitabrid, Perfectlyfree, Naked Seafoods, Quin Social Club, Related Beal, The Fenway.

Arnold Worldwide – Boston, MA

Layout Artist | September 2017 - January 2019

CDC, 3% Super Bowl Tweet Up, Jack Daniel's, Progressive, Hardee's, CenturyLink, Santander, Ocean Spray, PUR, Barclay's, Avocado's for Mexico, and new business pitches.

N/A, a dance company – Boston, MA

Creative Director | September 2018 - Present

Helped create the entity and brand identity from the ground up — name, mission statement, logo, photography, videography, social — as well as direct all of its creative endeavors, choreographers, and dancers. From dance short-films to experiential events, this company has been recognized for its boundary-pushing work.

The Fantastical – Boston, MA

Art Director Intern | May 2017 - August 2017

Concepted and designed for Kaplan University, iRobot, Everglades, BCBS, Dunkin', and more. Contributed to pitches for new work, and collaborated with creative directors throughout all phases of projects.

Design & New Media, Boston University – Boston, MA

Teaching Assistant | January 2017 - May 2017

Taught undergraduate and graduate students full Adobe creative suite. Critiqued work, helped instructional lectures, guided concepting and the creative process, and advised on executional, technical skills.

ELEMENTS: a hip hop dance competition – Boston, MA

Executive Producer | September 2014 - May 2017

Curated and managed the creative direction, event planning, financial, marketing, and operational aspects of the 3-day convention-style event, and its 1700+ global attendees and dancers. Across 3 years of producing this annual event, led new initiatives and campaigns to exponentially grow sales, reach, and attendees each year.

NewStore Inc – Boston, MA

Marketing Specialist Intern | May 2016 - August 2016

Conducted in-person testing, research, and analysis on over 100 top fashion retailers over 120 data points related to their native app, mobile web, and in-store shopping experience. This research was compiled into a report that was shared with prospective clients as a key resource for winning new business.