# JASMINE KIM

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## EDUCATION

*Carnegie Mellon University, Pittsburgh, PA*                                      Aug 2024 - Aug 2025

**Master of Human-Computer Interaction, School of Computer Science**

Relevant Coursework:

• Human-Robot Interaction, Design of Artificial Intelligent Products and Services, User-Centered Research and Evaluation, Persuasive Design, Interaction Techniques, Interaction Design for Human-Computer Interaction, Programming Usable Interfaces, Product Management Essentials 1

*San Jose State University, San Jose, CA*                                      Aug 2020 - May 2023

**Bachelor of Art, Design Studies, Concentration in Graphic Design, Minor in Business**

• Honor Cum Laude, Dean's List 2023,  2022

• Treasurer, Friend of Figma, SJSU Fall 2022 - Spring 2023

## WORK EXPERIENCE

### Visual Designer

*E'pume Studio, San Francisco, CA*                                      Sep 2022 - Jun 2024

• Created engaging infographics, instructional content (e.g., flower care guides, arrangement tutorials), and interactive elements for online marketing campaigns, increasing user engagement and brand recall

• Developed a consistent visual style guide for all marketing materials, maintaining brand identity across various platforms

• Designed visually stunning and informative packaging for floral arrangements, bouquets, and gift baskets, boosting brand recognition and sales

### Graphic Designer

*Career Center, San Jose State University, San Jose, CA*                                      Feb 2022 - Aug 2023

• Designed and produced for employer events over 200 marketing flyers, posters, presentation slides, and social media promotional materials to promote throughout the campus

• Collaborated with career counselors and employer engagement team to create visual assets for various student career events, including infographics, newsletters

• Contributed to the creation of branding manuals, defining logo usage, typography, color palettes, and imagery for a unified brand experience

• Conducted student surveys and research to identify preferred learning styles and information needs. Developed an interactive program with engaging digital and printed materials, leading to increased student participation

## SKILLS

• Software: Figma, Python, CSS, HTML, JavaScript, Adobe Creative Cloud(Lightroom, XD, Photoshop, Illustrator, InDesign), Sketch, Microsoft 365(Excel, Outlook, Word, PowerPoint), Google Suite (Docs, Sheets, Slides), Remote Collaboration Tools (Zoom, Webex, GoToMeeting, and Slack)

• Languages: Fluent in English and Korean