

JINHA KANG

Award-Winning Multimedia Graphics Designer & Art Director

Portfolio (Password: 1714)

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EXPERIENCE

Daily Mail, New York, NY — *NY Multimedia Graphics Editor*

Nov 2023 - PRESENT

- Design multimedia content for mobile and web platforms, serving **225 million monthly visitors** on the world's most-read newspaper website.
- Produce **over 500 graphics** for news articles, integrating data visualizations, maps, infographics, polls, and interactive elements.
- Leveraged AI, Infogram, Flourish, and Adobe Suite to optimize graphics for **1,000 stories** daily.
- Manage projects under **tight deadlines** in a high-pressure newsroom, collaborating with reporters, IT, and graphics teams.
- Enhance the visual identity of the Daily Mail by creating compelling graphic content, leading to **increased user engagement, average session duration, and click-through rates**.

The Luminary Agency, New York, NY — *Associate Art Director*

Sep 2023 - Dec 2023

- Developed **social media contents** (Facebook and Instagram) to drive successful marketing campaigns and engage target audiences by partnering with copywriters.
- Created branding, graphics, typography, websites, and logos for music labels, outdoor camping, consulting, and yoga brands.
- Clients: **House of Feelings, Vagabond, and Higher Self Yoga**.
- Worked directly with the Co-founder and Chief Creative Director to **lead** junior associates in the conception, development, and execution of all visual assets for **2023 Marketing Campaign**.
- Managed four clients and five projects simultaneously, working with social, web, and marketing teams to develop all graphic and visual assets.

IPG Health (Area 23), New York, NY — *Art Director Intern*

June 2023 - Aug 2023

- Collaborated with the group supervisor, creative director, and VP in ideation, coordination, and development of creative assets, contributing to tactics, concept, branding, and art direction for multiple B2B, **DTC** and **HCP** projects for leading pharmaceutical companies, including **Insmmed**.
- Worked with **cross-functional** teams to generate diverse concepts using Mid Journey and DALL-E, ensuring alignment with client vision and messaging.
- Led a **\$3 million team pitch** as Art Director, overseeing strategic brainstorming, campaign development, branding, visual ad creation, and execution of creative briefs.

EDUCATION

Rhode Island School of Design (RISD), Providence, RI
— *MFA, Digital + Media*

3.986/4.00 GPA

Seoul National University, Seoul, Korea — *BFA, Sculpture*

Valedictorian, 4.11/4.3 GPA

AWARDS

Digital Design Awards, Graphic Design USA, 2024

TITAN Health Awards, Silver Winner, Infographic, 2024

SKILLS

Design

Graphic Design, Data Visualization, Infographics, Digital Advertising, Rich Media, Visual Arts, Social Media, Mobile Design, Digital Design, Brand Identity, Interaction Design, Art Direction

Design Tools

Adobe Creative Suite, Illustrator, Photoshop, InDesign, Adobe XD, Figma, Infogram, Flourish

Programming Languages

Arduino, Processing, HTML, CSS, Basic C++ and JavaScript, Midjourney, DALL-E

Office Software

Microsoft Office (Outlook, Word, PowerPoint), Google Suite, Presentation

Brown University, Providence, RI — UX/UI Design Researcher

Sep 2022 - May 2023

- Conducted user research to inform design decisions, ensuring products met target audience needs.
- Led the creation of **human-centered design** products and prototypes, collaborating with PACE Organization of Rhode Island to deliver an exceptional user experience.

Rhode Island School of Design, Providence, RI — Art & Design Instructor

Jan 2023 - Feb 2023

- Taught design identity, branding, marketing, and creative unveiling through 'DM-1796-01: Redesigning Our Identity: Branding a Mascot for an Inclusive and Visionary Future.'
- Led an intensive winter course for **25 college-level students**, spanning 2 months with **18 hours** per week.

Hyundai Motor Group, Providence, RI — Design Project Director

Feb 2022 - Oct 2022

- Directed biomimicry **design research** for **over 40** design researchers from Horizon Studio, Boston Dynamics, KIA, and Hyundai.
- Led the creation of **human-centered design products** for automotive and sustainable future designs, reporting directly to KIA and Hyundai CEOs.

Interstyle Ceramic & Glass. co, Vancouver, BC, Canada — Design Developer

July 2018 - Nov 2018

- Calculated and visualized Tunny's Pasture Tunnel project - **6,000 sq ft** for artistic tile installation in **Ottawa's subway station** using AutoCAD and Illustrator.
- Developed **240 color collections** of upcycled ceramic products, contributing to diverse tile designs.
- Solved complex customization projects by researching and designing innovative color palettes.

Straight Line Design Inc., Vancouver, BC, Canada — 3D Designer

May 2018 - July 2018

- 3D modeled the playground at **Vancouver International Airport (YVR)**.
- Installed and crafted a **GIVENCHY** show window at **Nordstrom Pacific Center**.
- Created customized furniture for the **Vancouver Public Library, MLA**, and special clients.

ADDITIONAL EDUCATION

Massachusetts Institute of Technology (MIT) Boston, MA — Computing Fabrics

Crossed registration

Brown University Providence, RI — Reading and Research

Crossed registration

Google UX Certificate

Coursera, 2023

Collegiate Level Teaching Certificate in Art & Design

Rhode Island School of Design, 2023

LANGUAGES

Korean & English