

JINHA KANG

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A multidisciplinary innovative art and design specialist, blending extensive education and a distinguished background in top-tier health agencies, excels in leading-edge design software. Committed to user-centric design and visionary art direction, equipped with state-of-the-art tools, and fueled by limitless creativity—your team's invaluable asset in the making.

EXPERIENCE

Associate Art Director 09/2023 – Present

The Luminary Agency, New York, NY

- Developing captivating multimedia content to drive successful marketing campaigns and engage target audiences effectively by partnering with copywriters to ensure that the copy and voice support the concepts.
- Creating branding, graphics, brand identity, website, and visual world-building strategies for a creative music brand based on design trends and industry trends.
- Working directly with the Co-founder and Chief Creative Director to lead junior Associates in the conception, development, and execution of all visual assets needed for the launch of the brand's central 2023 Marketing Campaign.
- Working with the client on multiple projects at once, presenting logo and typography iterations to clients, and collaborating with social, web, and marketing teams to develop all graphic and visual assets.

Art Director Intern 06/2023 – 08/2023

IPG Health (Inter Public Group), New York City, NY

- Assisted the group supervisor, creative director, and VP and Contributed to the process of ideation, coordination, and development of creative assets on projects including tactics, concept, branding, and art direction for multiple DTC and HCP projects for pharmaceutical companies.
- Art-directed seamless collaboration with cross-functional teams to prolifically generate diverse concepts, ensuring these creative ideas harmonized flawlessly with the client's overarching vision and messaging.
- Led a team pitch project as an art director, including strategic brainstorming, campaign development, branding, creating visual ads, creative brief development, and creative execution.

UX/UI Design Researcher 09/2022 – 05/2023

Brown University, Providence, RI

- Utilized insights gathered from user research to inform artistic direction and design decisions, ensuring products meet the needs of the target audience.
- Led the creation of human-centered design products and prototypes that delivered an exceptional user experience, utilizing artistic expertise to visually communicate concepts and ideas.

Design Project Director 02/2022 – 10/2022

Hyundai Motor Group, Providence, RI

- Successfully coordinated collaboration between Hyundai and Kia designers for the prestigious HMG-Nature Lab exhibition.
- Led Biomimicry design research and directed exhibitions for Hyundai and Kia designers and handled the sophisticated fabrication of feasible prototypes.

Instructor 01/2022 – 02/2022

Rhode Island School of Design, Providence, RI

- Taught design identity, branding, marketing, and creative unveiling through 'DM-1796-01: Redesigning Our Identity: Branding a Mascot for an Inclusive and Visionary Future.'

Design Developer 07/2018 – 11/2018

Interstyle Ceramic & Glass, Vancouver, BC

- Calculated and visualized Tunny's Pasture Tunnel project - 6,000 sq ft for improved artistic tile installation in Ottawa's subway station using AutoCAD and Illustrator.
- Developed diverse colors of tiles and contributed to completing 240 color collections of upcycled ceramic products.
- Solved various complex customizing projects by inventing colors, researching, and designing.

3D Designer 05/2018 – 07/2018

Straight Line Designs Inc., Vancouver, BC

- 3D modeled the playground at YVR International Airport.
- Installed a GIVENCHY show window at Nordstrom Pacific Center.
- Designed customizing furniture for the Vancouver Public Library, MLA, and special customers.

Visual & 3D Designer 05/2017 – 09/2017

Why Dots, Seoul, Korea

- Conducted user research and designed a website and logo for the company.
- Designed an exterior of an Artificial Intelligence Robot to assist Alzheimer's patients.

EDUCATION

Master of Fine Art in 'Digital + Media' 09/2021 – 06/2023

Rhode Island School of Design GPA: 3.986

Bachelor of Fine Art in 'Sculpture' 09/2015 – 06/2020

Seoul National University Valedictorian, Summa cum laude GPA: 4.11

SKILLS

DESIGN TOOLS: Adobe Creative Suites, Illustrator, Photoshop, InDesign, Adobe XD, HTML, CSS, Digital Experience, Figma

DESIGN SKILLS: Website Design, UI Design, Graphic design, Infographics, Digital Advertising, Rich Media, Visual arts, Social media, Sketching, Design Program, Digital Design, Interaction Design

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

3D CAD: AutoCAD, SolidWorks, Inventor, Rhino, Fusion 360

SOUND & VIDEO: Max/MSP, DaVinci Resolve, Basic video editing

OFFICE: Microsoft Office (Outlook, Word, PowerPoint, Google Suites, Presentation)

LANGUAGE: English, Korean

ADDITIONAL EDUCATION

Massachusetts Institute of Technology (MIT). Computing Fabric. Spring 2023

Certificate in Collegiate Teaching in Art and Design. RISD. 2023

Brown University. Reading and Research. Fall 2022

Google UX Design Certificate. Coursera. 2022

National Museum of Modern and Contemporary Art. Docent Program. 2013