

# Jinkyong Lim

Graphic Designer | Brand Designer | UX/UI Designer

## Contact

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## Portfolio

[jinkyong.work](http://jinkyong.work)

## LinkedIn

[linkedin.com/in/imjin](https://linkedin.com/in/imjin)

## Work Experience

### Founder & Graphic Designer at studio imjin

Nov 2021 - Present

- Improved brand consistency for a Canadian MVNO company (PhoneBox) by refining the logo system and building a clear brand guideline used across digital and marketing channels.
- Localized the Korea launch website for a global travel brand (Floyd) by redesigning UX and content flow to better match Korean user behavior.
- Led end-to-end creative work for 17+ clients, translating business goals into campaign visuals, brand assets, and digital deliverables with cross-functional teams.
- Built 8+ responsive, accessibility-focused websites with reusable UI components, improving consistency and developer hand-off.
- Secured a one-year retainer with a fashion brand (Rémentary) by leading digital marketing design and supporting ongoing website updates.

### Graphic Designer at inspire/d

Oct 2018 - Oct 2021

- Developed a refreshed notebook line for a global stationery brand (Double A), including a BTS collaboration edition that boosted product appeal.
- Designed campaign visuals and website for Amnesty International, contributing to over 11,000 participant engagements.
- Strengthened digital presence for a top Korean furniture brand (Desker) through cohesive landing pages, social assets, motion graphics, and an internal brand book.
- Collaborated on 40+ projects with PMs, strategists, marketers, and developers, presenting rationale clearly and iterating efficiently.
- Mentored three junior designers, improving workflow, design quality, and team consistency.

### Junior Graphic Designer at Brand Architects, Seoul

Oct 2017 - Apr 2018

- Designed the main poster and a 50-page catalogue for a traditional art & media-art exhibition in collaboration with the Kansong Art & Culture Foundation, contributing to 50,000+ visitors.
- Created logos and early brand mockups for new businesses, supporting clear identity development during their launch phase.

## Education

MFA, Visual Communication Design

Hongik University, Seoul

Mar 2016 - Jun 2018

BFA, Communication Design<sup>(1st)</sup>

Hongik University, Sejong

Mar 2010 - Feb 2016

## Skills

### Graphic Design

Brand Identity, Layout Design, Typography, Packaging Design, Editorial Design, Illustration, Marketing & Advertising Design, Photo Editing & Retouching, Motion Graphics

### UX/UI

Persona Development, Competitive Analysis, Usability Testing, Wireframing, Prototyping, User Flows, Interaction Design, Responsive Design

### Web Development

HTML, CSS, JS (intermediate)

## Tools

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

Figma, Sketch, Visual Studio Code