

# Jinkyeng Lim

## Contact

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## Portfolio

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

## LinkedIn

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

Multidisciplinary Graphic & UX/UI Designer with 6+ years of experience creating user-focused branding and websites for 20+ clients. Skilled in Adobe CC, Figma, and front-end development (HTML/CSS/JS). Based in Vancouver and seeking opportunities to bring impactful digital experiences to local businesses.

## Work Experience

Nov 2021 - Present

### Founder & Graphic Designer

studio imjin, Seoul

Managed relationships with 17 diverse clients from concept to completion, creating tailored design solutions that met their unique business goals

Developed comprehensive brand guides and marketing collateral for 15+ clients, resulting in a consistent brand identity across all platforms and increased customer recognition

Led the end-to-end design and development of 8+ responsive websites for local businesses, resulting in improved online presence and positive client feedback

Oct 2018 - Oct 2021

### Graphic Designer

inspire/d, Seoul

Owned the design of a flagship notebook product, including creating a new color variation for a highly successful collaboration with global artist BTS

Contributed to the design and launch of over 25 websites for various NGOs and businesses, focusing on creating intuitive user interfaces and engaging visual elements

Mentored and guided a team of 3 junior designers, providing constructive feedback that elevated design quality and ensured on-time project delivery

Played a key design role in a collaborative website project that won a 2020 GDWEB Design Award, contributing significantly to its visual and user experience success

Oct 2017 - Apr 2018

### Junior Graphic Designer

Brand Architects, Seoul

Designed the primary promotional poster and a 50-page catalogue for an exhibition, contributing to a record attendance of over 50,000 visitors

Designed logos and mock-up designs for newly launched brands

## Education

Mar 2016 - Jun 2018

MFA, Visual Communication Design  
Hongik University, Seoul

Mar 2010 - Feb 2016

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

## 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