

PORTFOLIO VISUAL IDENTITY / DIGITAL DESIGN / PACKAGING / ILLUSTRATION

MYOUNGAE KIM

SELECTIVE WORKS 2021-2024

- 01 BUTTER SHOWER
BRAND IDENTITY, 2021
- 02 MERROR
BRAND IDENTITY, 2024
- 03 NOVA
BRAND IDENTITY, 2024
- 04 1883, A JOURNEY THROUGH THE ARCHIVES
EXHIBITION IDENTITY, 2023

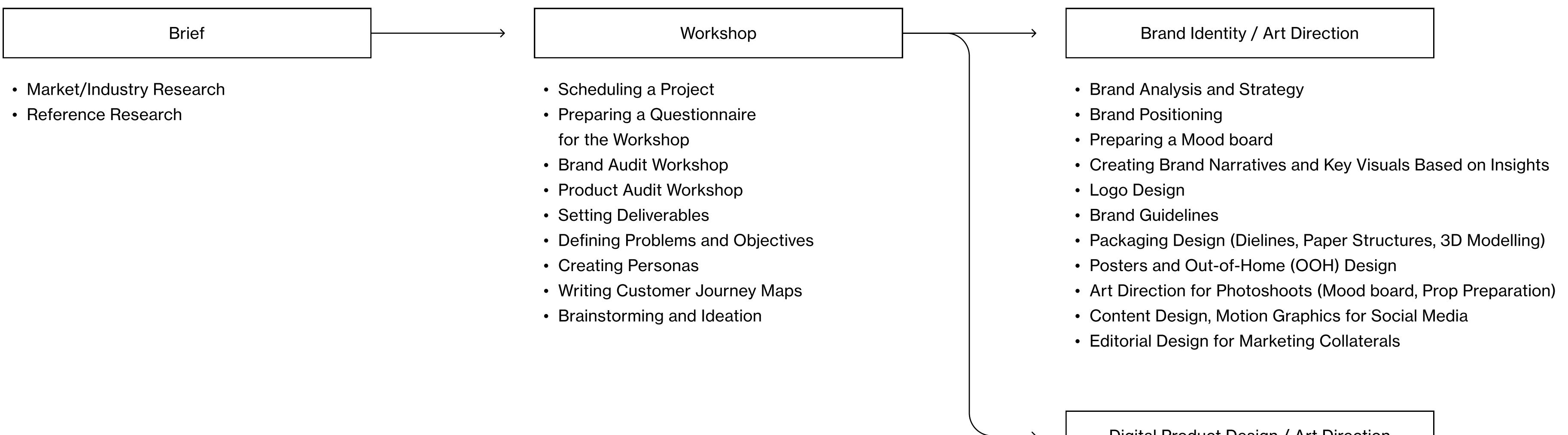
INTRO

**Design grounded in logic,
brought to life by narrative-
driven visuals**

DESIGN APPROACH



DESIGN PROCESS



TOOLS

Highly proficient in
2D / Photoshop, Illustrator, InDesign
Animation / After Effects, Premiere Pro
Digital / Figma, html/CSS/jQuery
3D / Rhino, KeyShot

PERSONAL INTERESTS

Creative Coding
Set Design in Film
Spatial Design
Fashion/Beauty

EXPERIENCE

Senior Brand and Digital Designer

FINH Limited / A design studio

Oct 2024 - Present (Senior)

Jan 2024 - Sep 2024 (Mid-weight)

Mid-weight Brand and Digital Designer

CAPE Corp / A H&B company

Mar 2021 - Nov 2021

Brand Designer

CAA-GBG / A global licensing company

Feb 2020 - Oct 2020

Brand and Packaging Designer

Incos, Ltd. / A fragrance company

Mar 2018 - Aug 2019

Associate Designer

CAA-GBG / A global licensing company

May 2016 - Jan 2018

UX/UI Designer

Enginists / A start-up

May 2015 - Dec 2015

SELECTIVE WORKS

2024

Rebranding, UX/UI Design, Web Design, Illustration / ***** (An Investment Brand)
Brand Identity, Motion Graphics, Web Design / Mirror (A Social Media Application)
Brand Identity, Motion Graphics, Web Design / Nova (An AI Story Generation Application)
Motion Graphics / Digital Heritage, Now! AI with You (An Exhibition)
Exhibition Identity / 1883, A Journey Through the Archives (An Exhibition)

2021 - 2023

MA Graphic Communication Design
at Central Saint Martins

Web Design, Creative Coding, Illustration / Advent Calendar-like Web Portfolio
Web Design, Creative Coding, Illustration, Photography / Ways of Reading 02: A day in Hyde Park
Web Design, Creative Coding / Ways of Reading 01: Interrupting Readers from skimming information
UX/UI Design / A Design Sprint with BBC
Visual Identity, Web Design / CSM Degree Show Identity 2023
Brand Identity, Illustration, Packaging / Louis Jadot Student Brief (A Wine Brand)
Editorial / Unknown Quantities 10th Edition (An annual project from MA GCD and MA CCC)

2021

Art Direction, Branding, Web Design (E-Commerce) / Butter Shower (A Bath Product Brand)
Art Direction, Web Design (E-Commerce) / Nashikie (A Hand Lotion Brand)
Brand Identity / Estuary Brand (A Global Licensing Brand)

2020

Art Direction, Web Design (E-Commerce) / Ameli (A Cosmetic Brand)

AWARDS

Honourable Mention / Awwwards.com, Jan 2024

CSM Degree Show Identity 2023 Finalist / Central Saint Martins, May 2023

Young Creative Korea 300 / YCK, Mar 2015

Brand Strategy 50%, Brand Identity 90%, Art Direction 90%, Illustration 100%,
Product Design 100%, Package Design 100%, Web Design 100%, Marketing Collaterals 100%

Butter Shower

This project aims to create a specialised moisturising brand with masstige positioning, targeting customers in their 20s and 30s with dry skin. The brand name combines 'butter,' symbolising rich, creamy moisture, with 'shower,' evoking abundant hydration, to convey the sensation of a moisture surge.

To reinforce its premium yet accessible image, the brand adopts a virtual hotel concept, offering a unique and luxurious spatial experience. This concept is designed to appeal to the target demographic, who seek quality skincare with a touch of luxury.

<https://thebuttershower.com>

Team

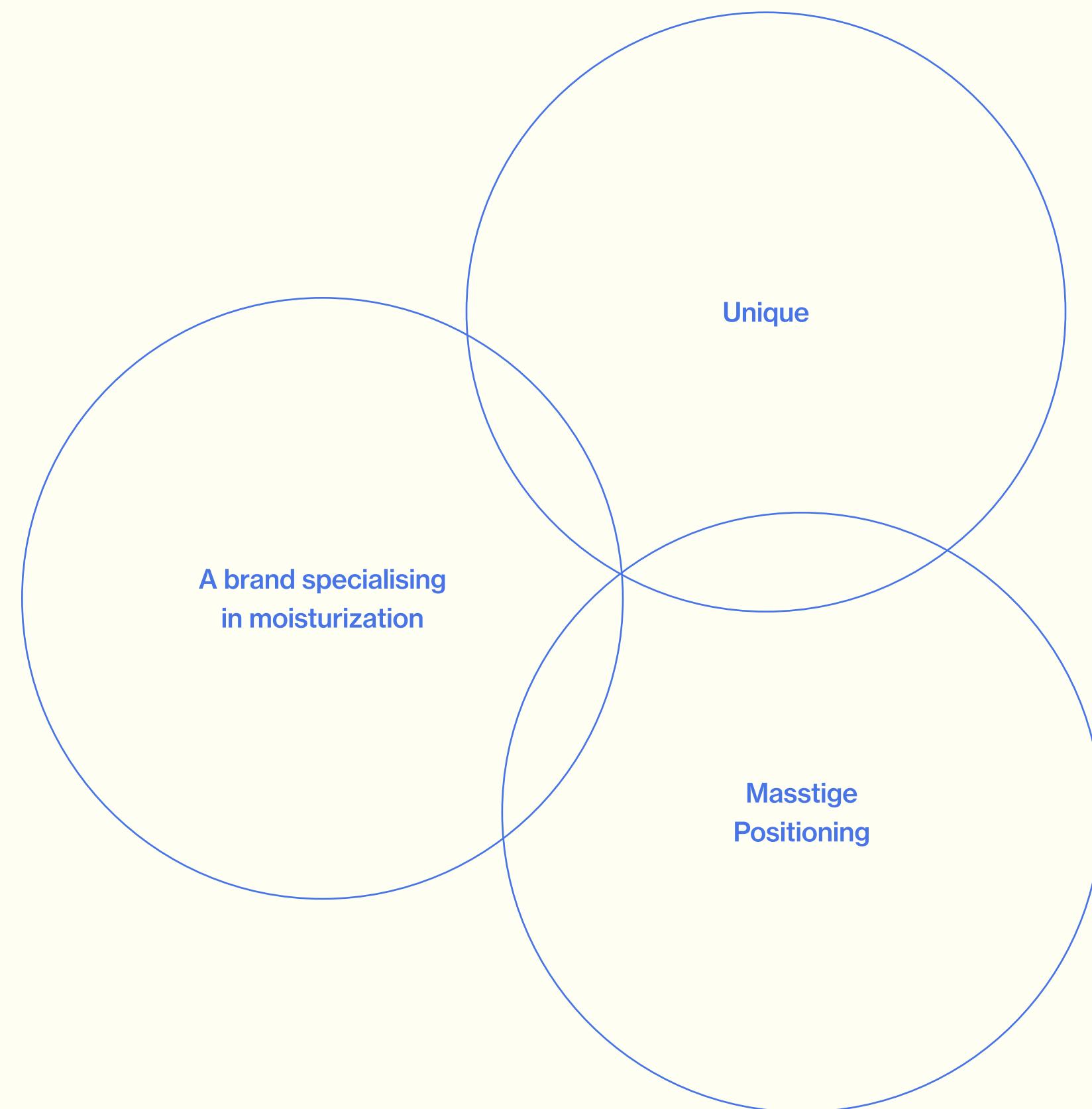
Brand and Digital Product Designer (Me)
Product Development Manager
Director



Masstige Moisturising Brand for Dry Skin

The project aims to establish a specialised moisturising brand with masstige positioning, focusing specifically on customers in their 20s and 30s with dry skin.

Brand Goal	A niche bath product brand specialised in moisturisation targeting customers with dry skin.
Brand Target Audience	20-30's Customers with extremely dry skin types
Brand Positioning	Masstige



Butter-Inspired Bath Product Brand with a Hotel theme

To project the image of a dedicated moisturising brand, we developed a brand name that merges 'butter,' representing moisture through its creamy and rich texture, with 'shower,' which denotes the act of washing and the imagery of something spilling or pouring out in large quantities. This blend creates a brand name that conveys the feeling of a burst of moisture.

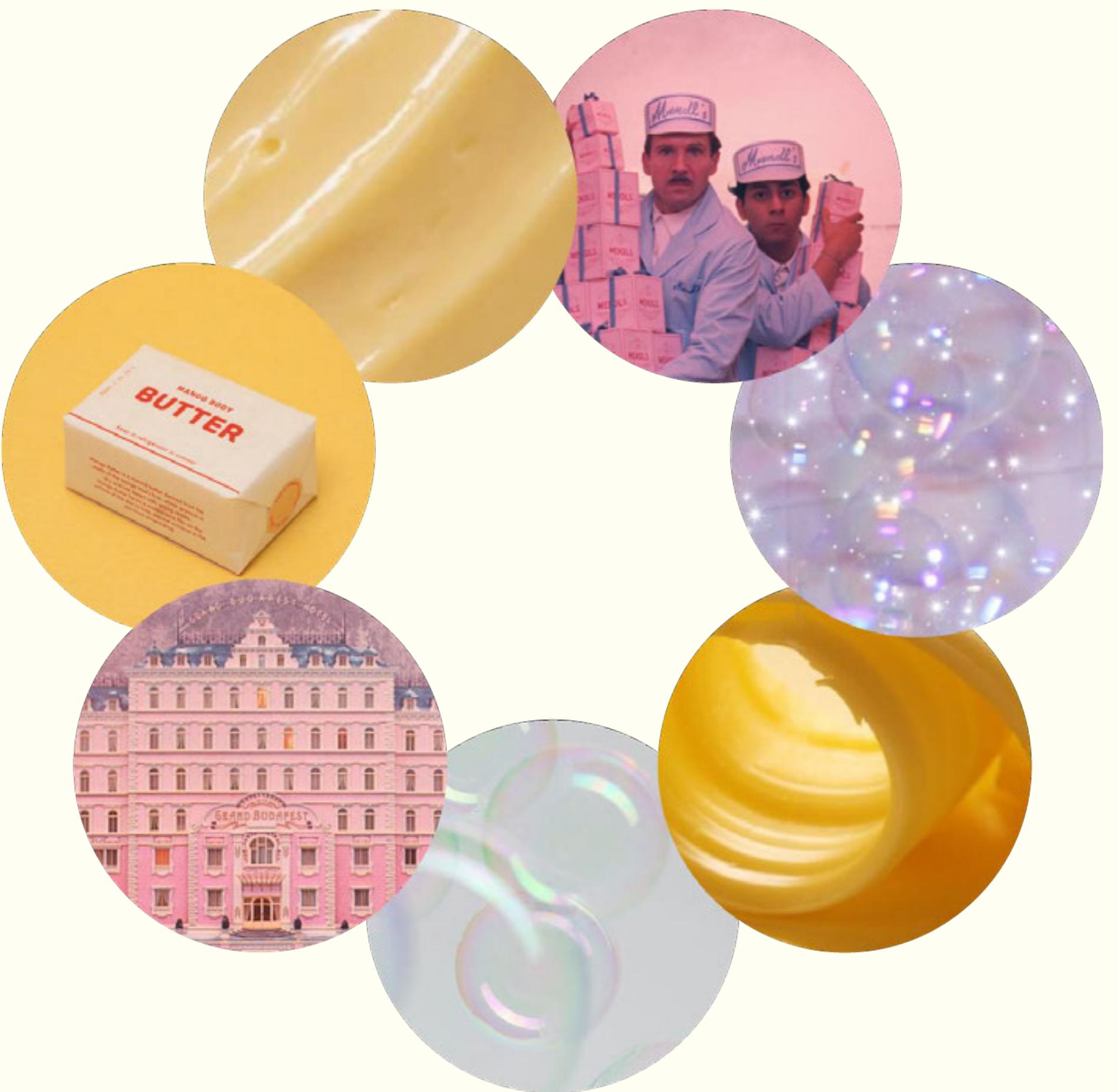
To align with the masstige positioning, we adopted the concept of a virtual hotel to achieve a premium look and a unique spatial concept.

Brand Naming

Butter Shower

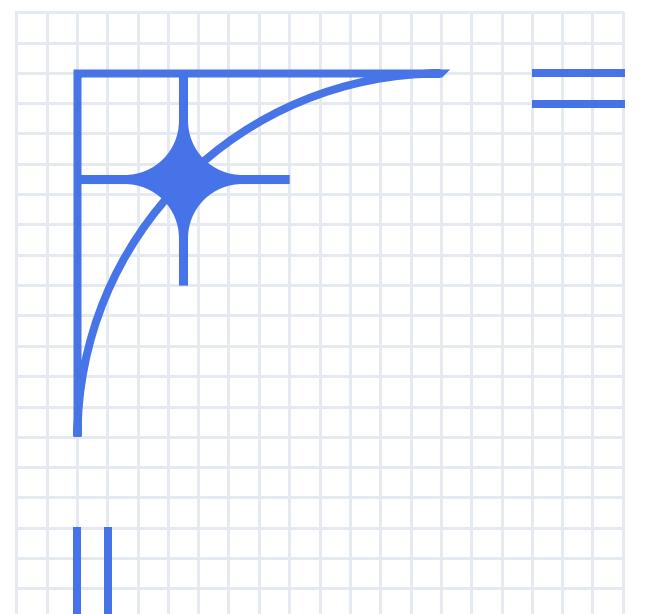
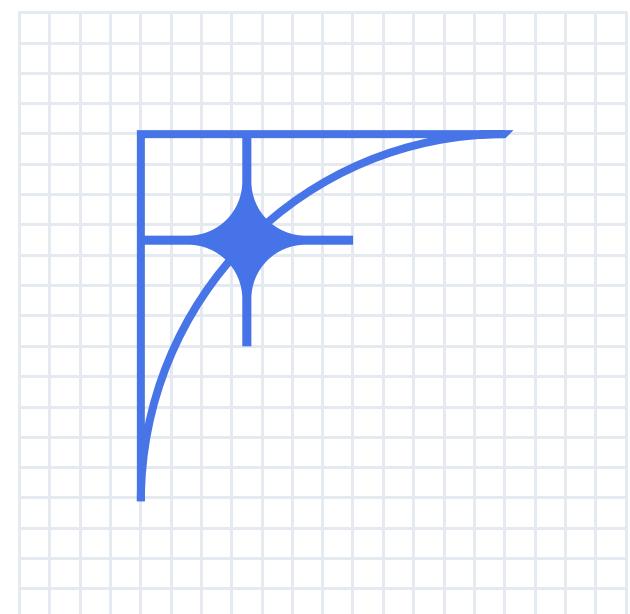
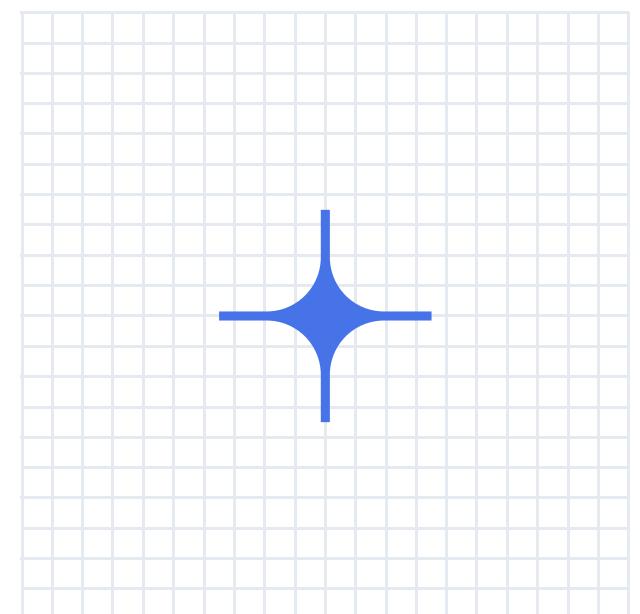
Brand Concept

A bath product brand drawing inspiration from the elegant atmosphere of a hotel and the nourishing, moisturising attributes of butter.



Art Deco and Butter-Inspired Visuals

The key visual was inspired by the decorative borders typically seen on butter packaging and the Art Deco embellishments found in hotels. This design not only evokes the imagery of butter but also imparts a sense of uniqueness and premium quality.

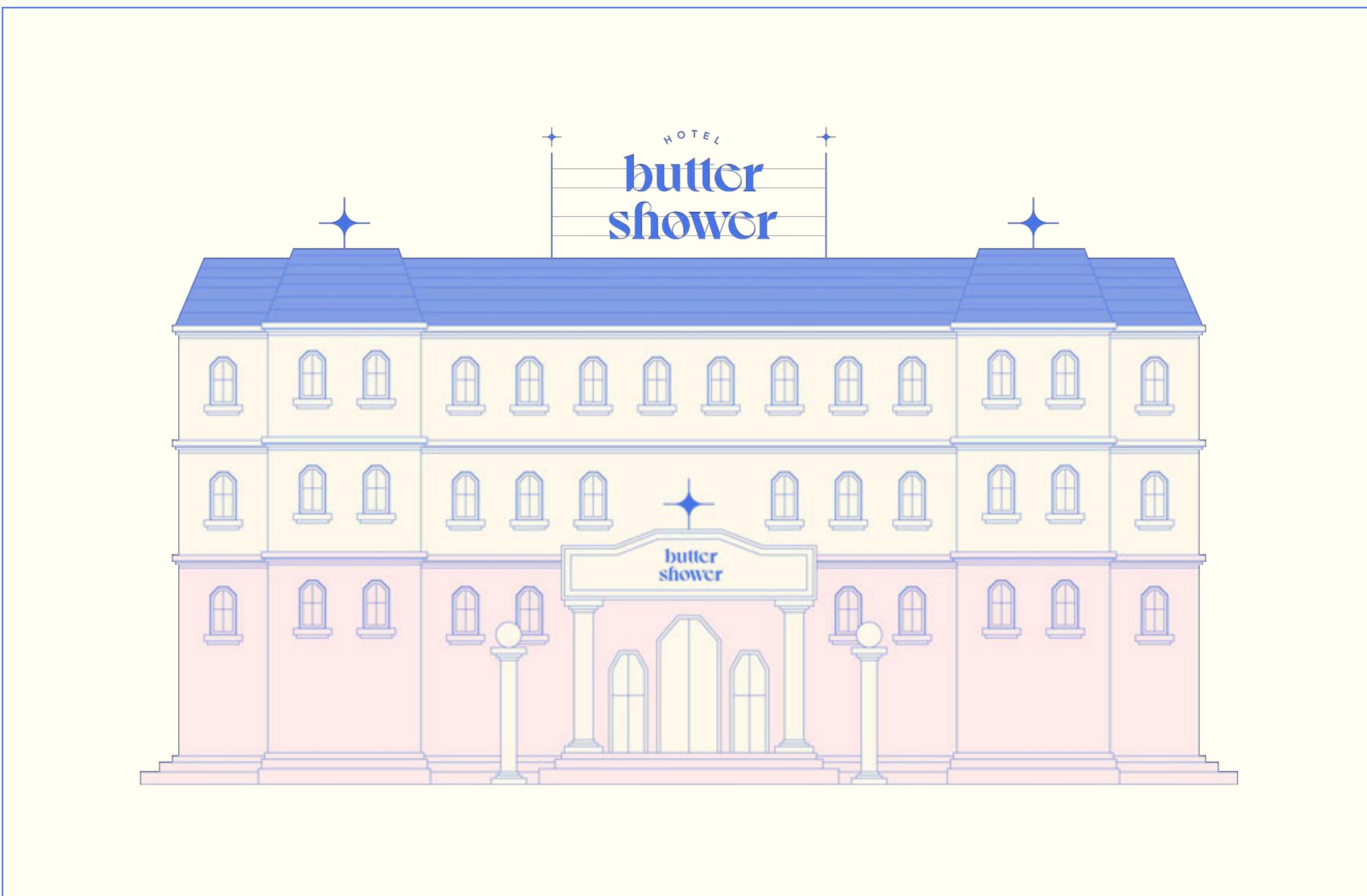


Logo

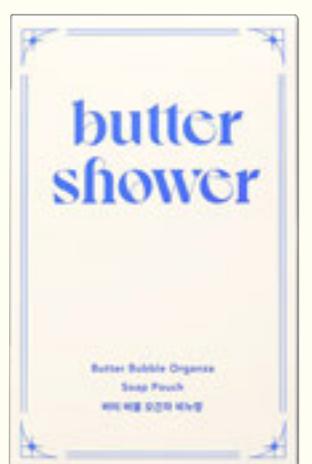
The logo was crafted using a typeface that mirrors the aesthetic of the key visual. Decorative accents were added to the letters 'b' and 'o' to infuse an Art Deco flair while subtly evoking the imagery of soap bubbles, further emphasising the bath product theme.

butter
shower

I designed illustrations featuring a hotel and a bellboy character named 'Bello' for the website.



I was involved in the development of the product's size, shape, color, color, and design, as well as the structural design, material selection, and print supervision of the packaging.



I developed the concepts and directed the photo shoots for the images required for the online shop and marketing. The concepts included a hotel-themed shoot, a shoot emphasising eco-friendliness, and another focusing on moisturisation. My role involved arranging and composing each scene, as well as preparing and positioning all the essential props.



OUTCOME

PHOTOSHOOT

12









Hotel-Inspired Page Name

To capture the essence of a hotel, each page was labelled with terminology commonly associated with hotel settings, including Ground Floor, First Floor, Concierge, Pool, Check-In, and My Room.

about

버터샤워 이미지

butter shower

호텔 버터샤워

버터샤워는 막건성 피부의 보습품, 'Anti-Dryness'를 지향하는 브랜드입니다.
호텔 버터샤워에서 다양한 버터샤워 제품들과 버터샤워 포뮬러, 원료에 관한 내용을
지금 바로 만나보세요.

[브랜드 소개](#)

IF: products

버터샤워는 고유합니다.
버터샤워 포뮬러로 완성된 다양한 막건성 피부타입 버터샤워 제품입니다.

[쇼핑하기](#)

2F: information

버터샤워는 투명합니다.
제품 공정, 원료선택과 디자인까지 모두 공개합니다.

[제품 만나보기](#)

sets

버터샤워는 생각합니다.
여러 제품을 합리적인 가격에 만나보세요.
*기프트 세트도 준비되어 있습니다.

[쇼핑하기](#)

SNS

버터샤워는 소통합니다.
문의 계시판과 상담쪽으로 bello를 만나보세요!

[문의하기](#)

bello

안녕하세요! 호텔 버터샤워의 벨보이 벨로입니다.
필요한 게 있다면 언제든지 편하게 저를 찾아주세요.

[문의하기](#)

3000P

신규 회원 가입 적립금, 친구 추천 적립금, 구매 적립금 등이 지급되어
생일을 맞으신 경우 생일 축하 우편이 지급됩니다.
멤버십 혜택 관련 자세한 사항은 아래 링크를 높려주세요.

[회원 혜택 보기](#)

butter shower

fall point event (10% 할인 주문)

CHECK-IN ORDER MY ROOM CART

HOTEL butter shower

s pick

Univeral Original Butter Bar Soap

제품인 올드라-리치 오리지널 버터 바 솔은 아르세유 비누 제조 방식을
SP 비누입니다. 주요 원료인 올리브 오일은 물론, 버터샤워 포뮬러를 바탕으로 다양한 버터와 오일을 조합해
시작부터 끝까지 피부를 촉촉하게 유지하고 피부 장벽을 활성화합니다.

CONCIERGE

Bellboy 'Bello'

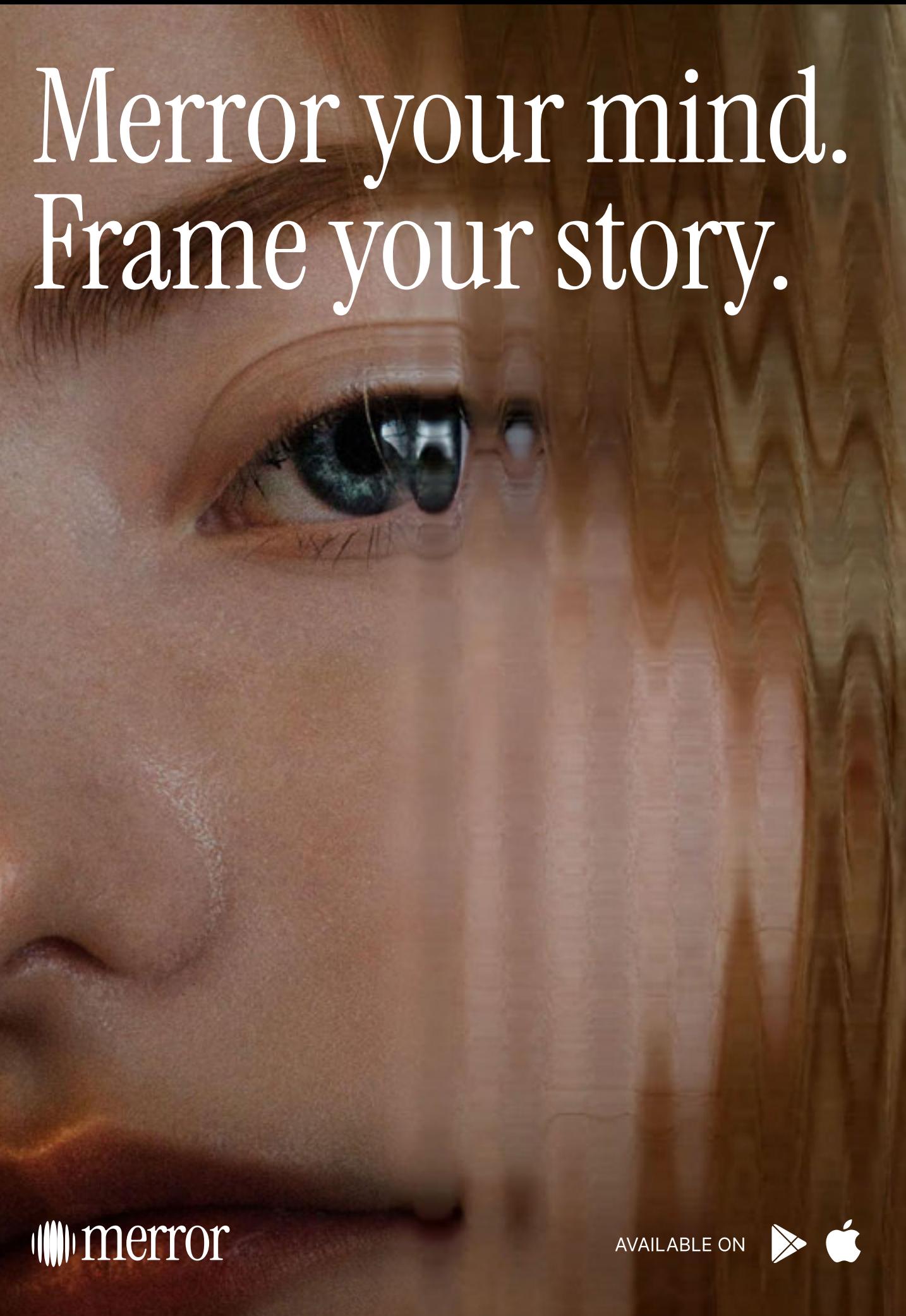
A fictional character named 'Bello' the bellboy was created to accentuate the hotel theme and enhance the overall experience of the online store.

Brand Identity 100%, Web Design 100%, UI Design (Partially),
Motion Graphics 100%, Marketing Collaterals 100%

Mrror

Mrror is a social intelligence application designed to unify all social media platforms, allowing users to seamlessly share and discover content they are consuming – whether watching, reading, or listening. The name, a blend of “Me” and “Mirror,” reflects its focus on self-expression and personal experiences. The app automatically aggregates and shares digital content, creating unique personal algorithms that mirror a user’s identity.

The concept of Mrror as an “Intelligent Biographer” is central, curating and archiving users’ digital footprints. The branding incorporates a polygon chart and distortion effects to symbolise the reflective nature of self-expression, setting Mrror apart with a thoughtful, editorial mood.



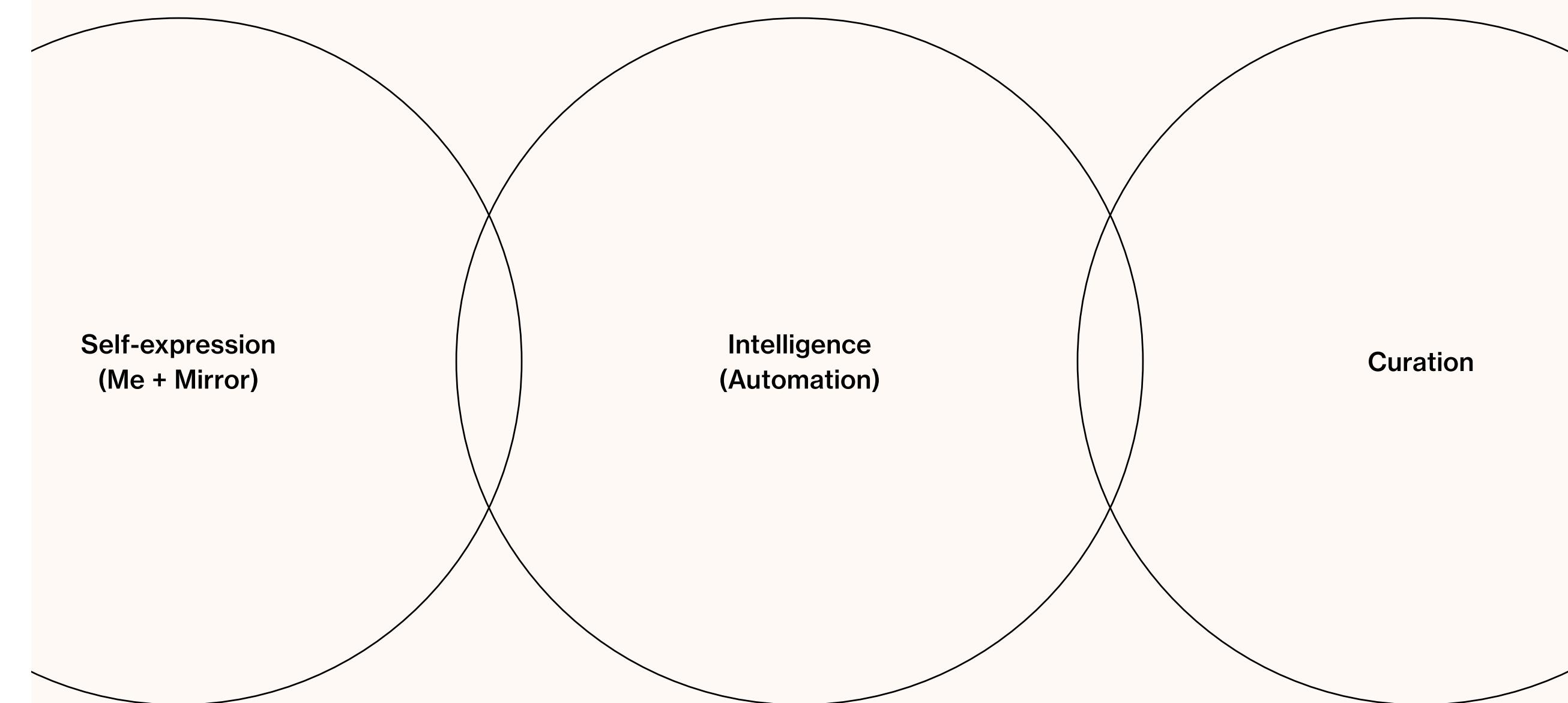
Team

Brand and Digital Product Designer (Me)
Digital Product Designer
Design Lead
Creative Director

Unifying Social Media Through Self-Expression and Seamless Sharing

Mrror is a social intelligence application designed to unify all social media platforms. It empowers users to seamlessly share and discover the content their connections are watching, reading, or listening to, all automatically. Furthermore, "Mrror" is a blend of the words "Me" and "Mirror," designed to provide a platform where users can focus on self-expression and share their experiences with their connections.

The client sought to create branding and app design that effectively captures the essence of self-expression and automatic posting.



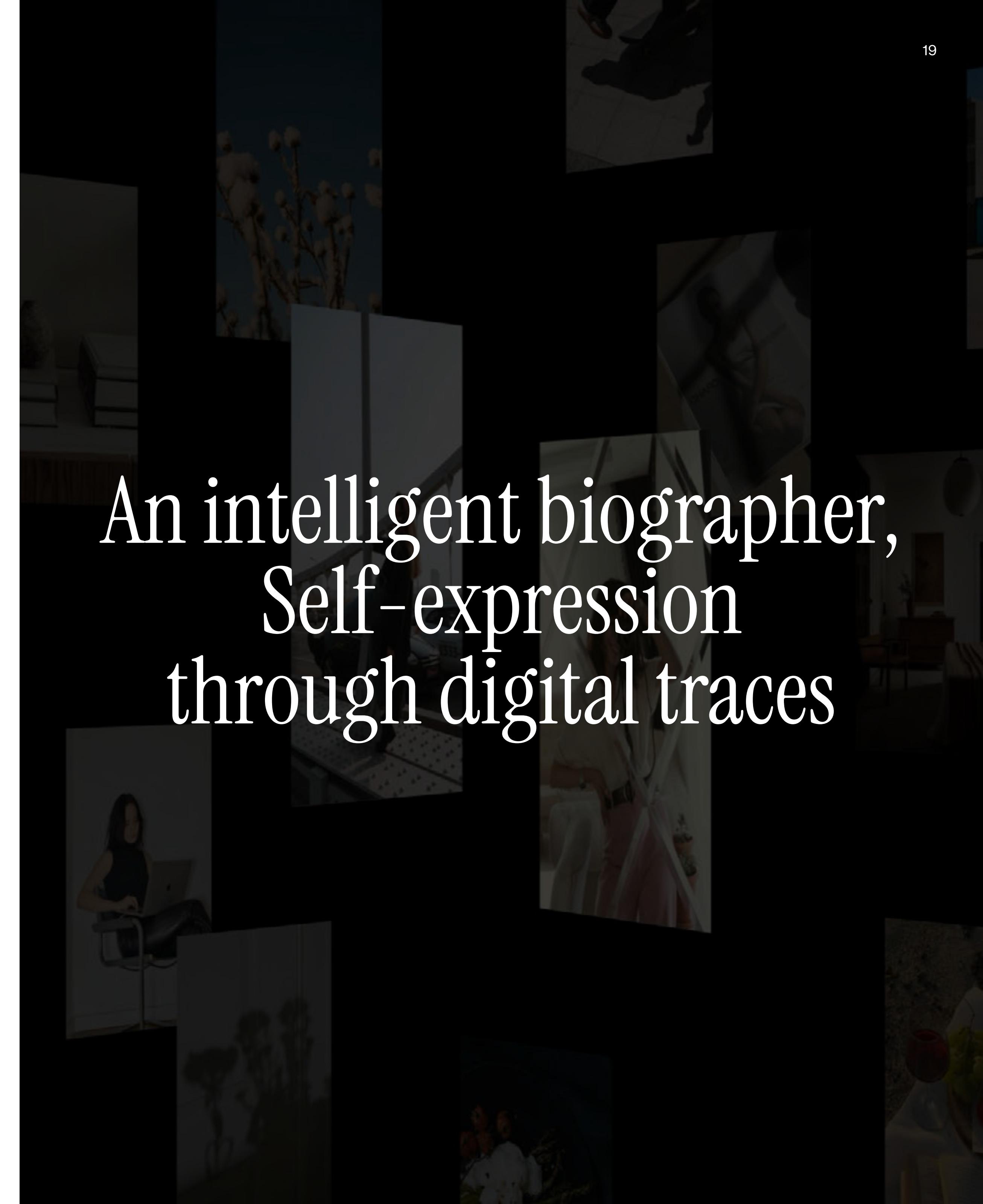
In the research phase, we encountered concerns and negative feedback regarding automatic posting. Consequently, we chose to highlight "Intelligent" over "Automatic."

An Intelligent Biographer

The core functionality of 'Mrror' is to aggregate and share digital content consumed across various platforms automatically, while also enabling users to view others' digital footprints. The process of consuming digital content results in unique personal algorithms that represent user's identity.

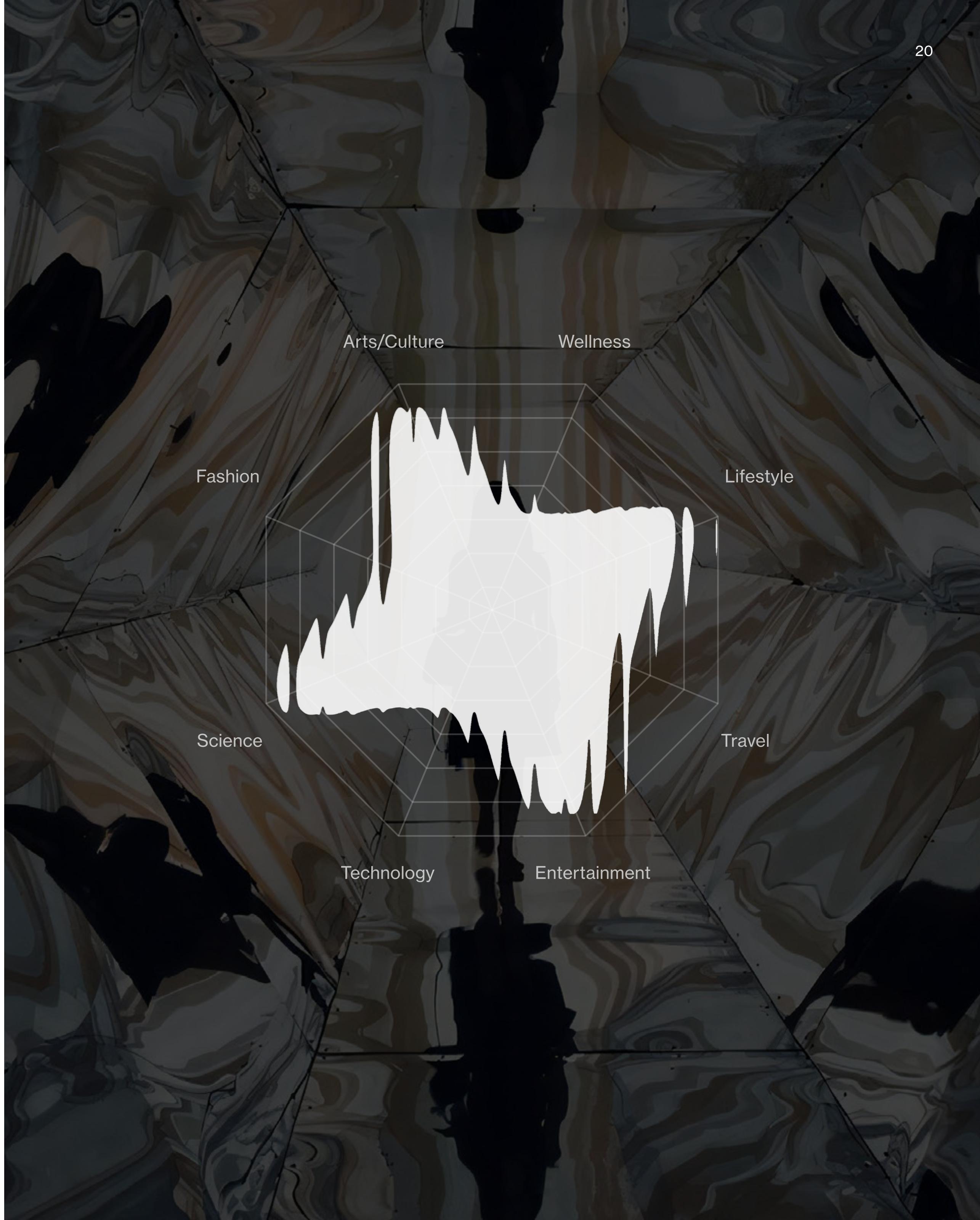
Based on this idea, we defined the concept as "An intelligent biographer: self-expression through digital traces." Mrror serves as "An Intelligent Biographer", archiving and curating social posts automatically through users' digital traces. Furthermore, it differentiates itself from other social media platforms by providing an editorial and thoughtful mood, allowing users to focus more on themselves.

An intelligent biographer,
Self-expression
through digital traces



Generative Forms Reflecting Users' Lifestyles and Thoughts Through Polygon Charts

An individual's digital content consumption mirrors their lifestyle, preferences, and thoughts. To capture this, we designed a polygon chart that categorises different areas of interest, facilitating the creation of generative forms. This system allows us to craft diverse forms that resonate with the user's unique tastes. Moreover, to express the concept of self-expression and the nature of digital content, we incorporated distortion effects inspired by the reflection, refraction, and distortion properties of mirrors.



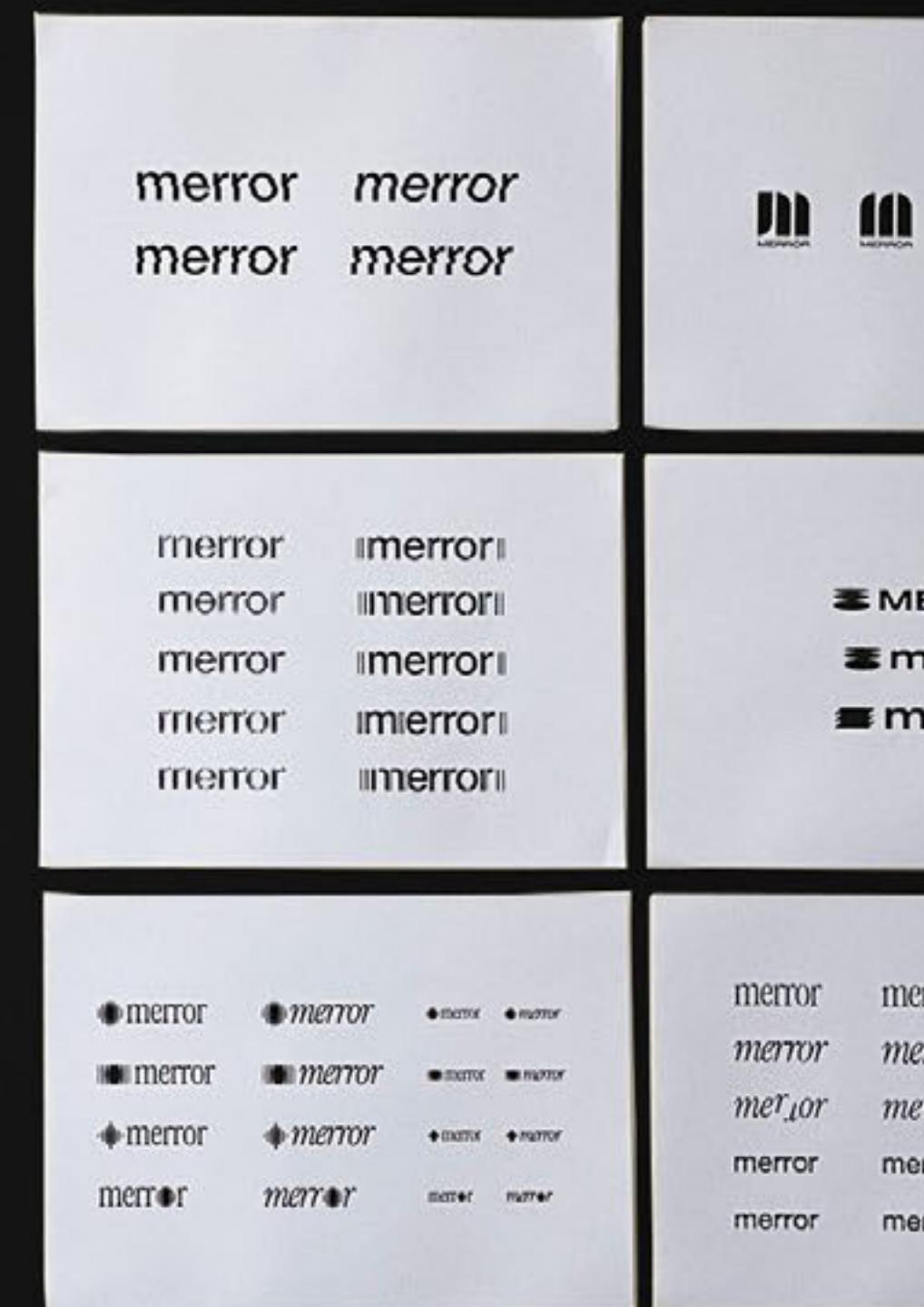
Distortion on Photos

As a key visual element of the Mrror brand, distortion is applied to photos and polygons, cultivating a reflective and introspective atmosphere.



Logo

We designed a generative form of kitemark as an extension of the visual motif and employed a serif typeface to convey an editorial and reflective mood.



OUTCOME

SOCIAL INTELLIGENCE APP
THAT ALLOW BRAND GUIDELINES
DISCOVER WHAT CONNECTIONS WATCH,
READ OR LISTEN TO AUTOMATICALLY.

A biographic agent. Archiving and curating footprints and experience into a personalised space of expression and discovery.

Editorial
Automotive
Individuality
Modern
Intelligent
Curative
Biographic
Reflective
Sleek
Self-Expressive
Unique

Structure

Mrror

Detective digital moments of data.
Analyze them and make them available.



Mrror

Others: Mrror

Plain Colour

Colour

Primary Colour
A combination of beige, blue, and yellow have been selected as primary colour.

Blue

Beige

Yellow

Secondary Colour
Secondary colours and the primaries are similarly colored to the primaries, although they are not identical.

Green

Pink

Brown

Gradient Colour
Secondary colors and the primaries are similarly colored to the primaries, although they are not identical.

Blue

Yellow

Blue

Blue

Red

Yellow

POSTER

Background

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz!@€£#%&*
012345667890.,;():{}
Instrument Serif Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUu
VvWwXxYyZz!@€£#%&*
012345667890.,;():{}
Instrument Sans Regular

Visual System Distortion

in Black

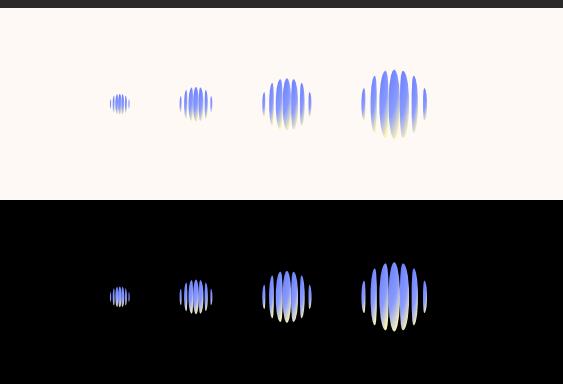
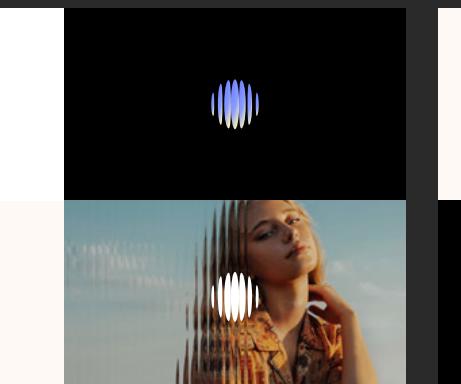
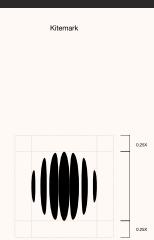
Photos

Gradient

Logo

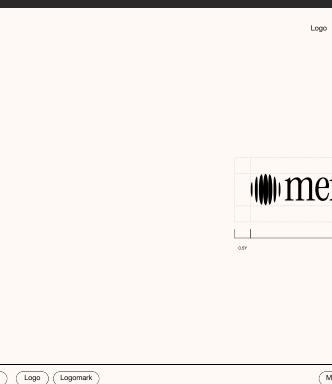
Logo

Kitemark



Logo

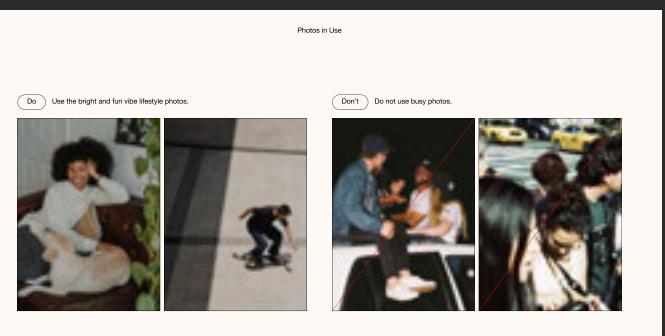
Logomark



aphy

Photography

Photos in Use



Logo

Logo

Logo in Use

Logo

Logo in Use



Applications

Merch & Products



23



DEMENTED ARE GO
21.09.
LIPPS

POSTING IS THE PAST

MIRROR YOUR MIND.
FRAME YOUR STORY.

mrror

AVAILABLE ON

MIKE WATT
B4BOYS

DEMENTED ARE GO
21.09.
LIPPS

POSTING IS THE PAST

MIRROR YOUR MIND.
FRAME YOUR STORY.

mrror

AVAILABLE ON

SALAD DAZE
TOUR 2019

DEMENTED ARE GO
21.09.
LIPPS

POSTING IS THE PAST

MIRROR YOUR MIND.
FRAME YOUR STORY.

mrror

AVAILABLE ON

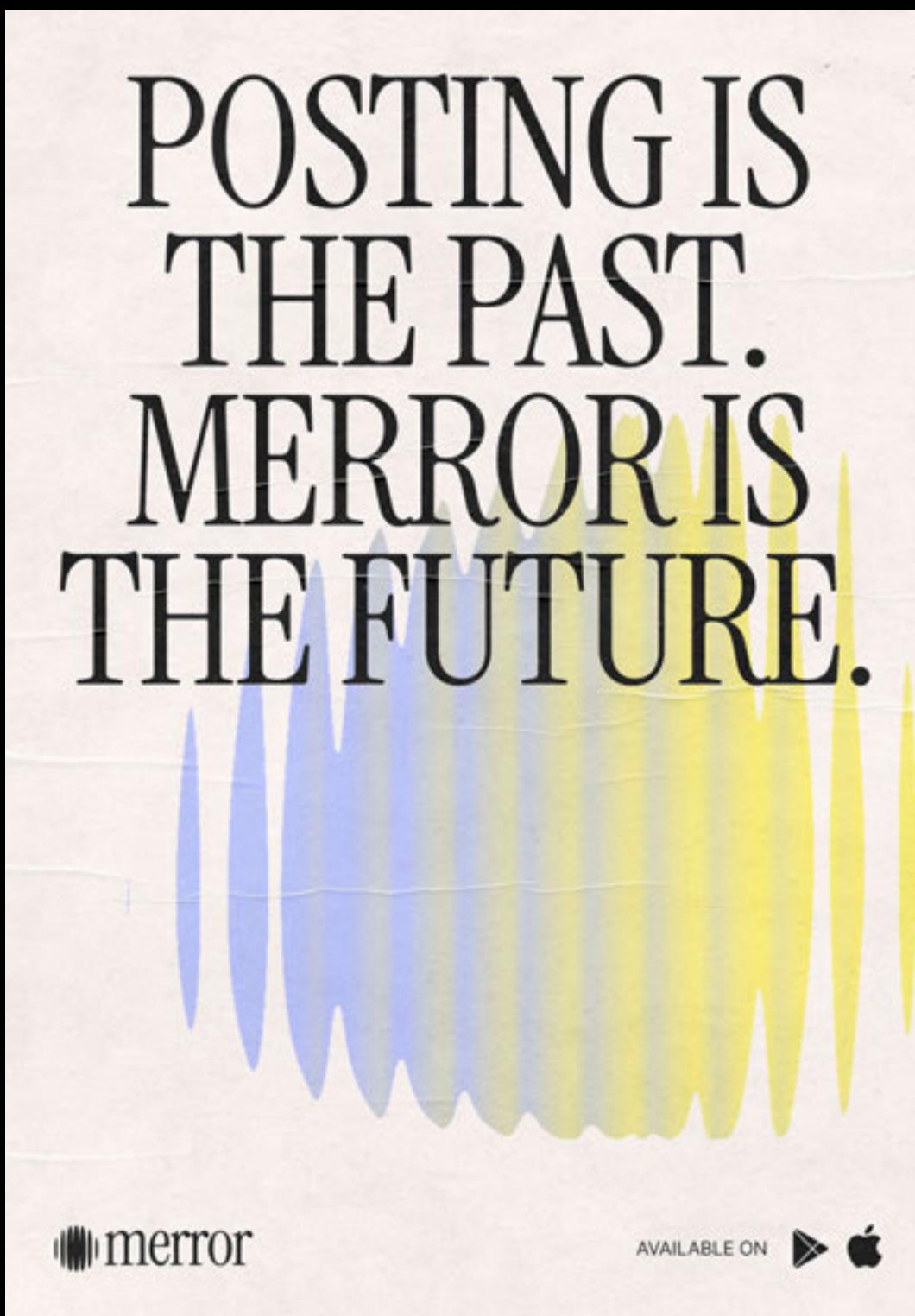
SALAD DAZE
TOUR 2019

JC^{GO}
RBRB
ASK
NEF
MUT
GO GO

RILLA.COM RILLA.COM

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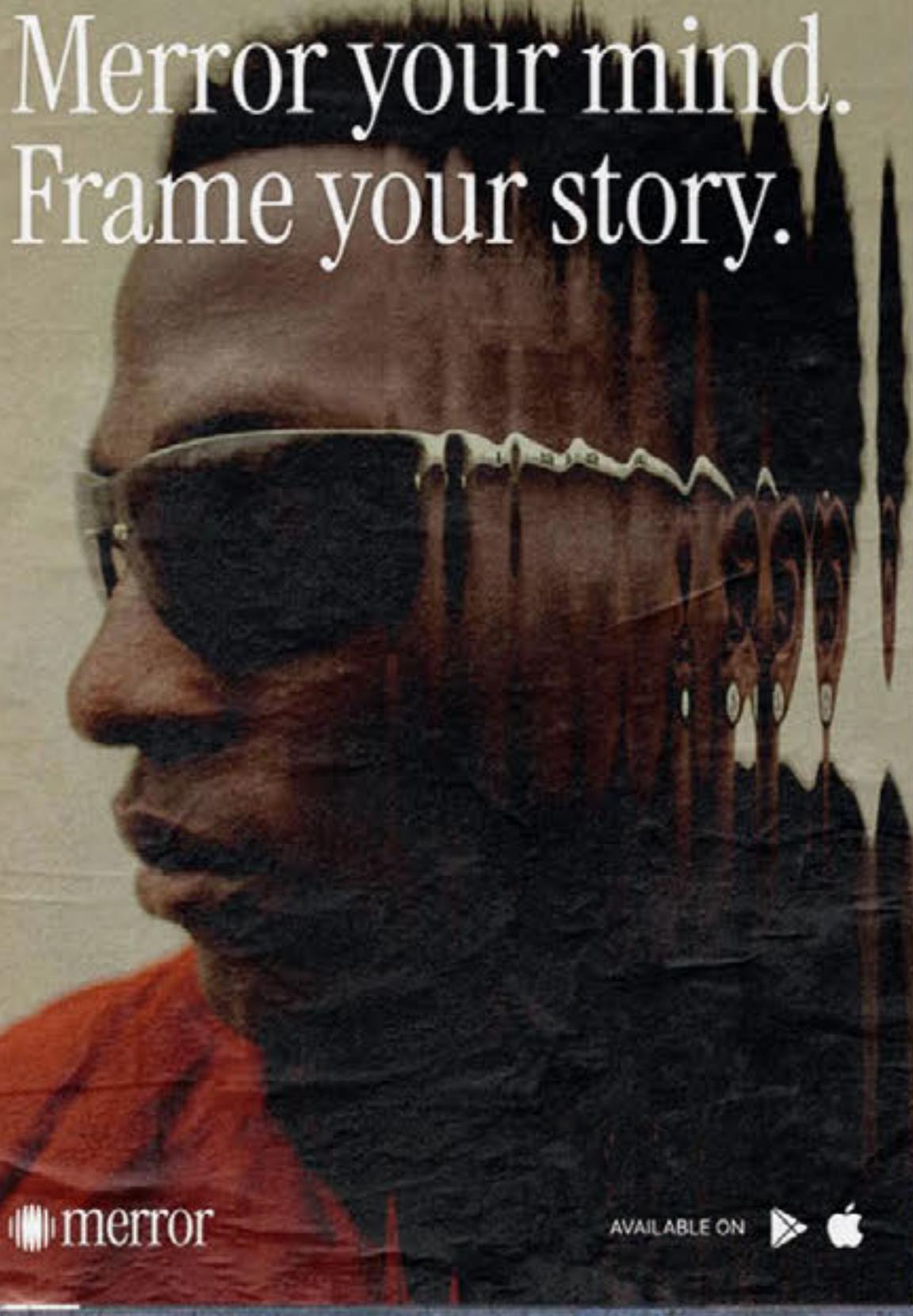




Mrror your mind.
Frame your story.

AVAILABLE ON  AVAILABLE ON  

Mrror your mind.
Frame your story.



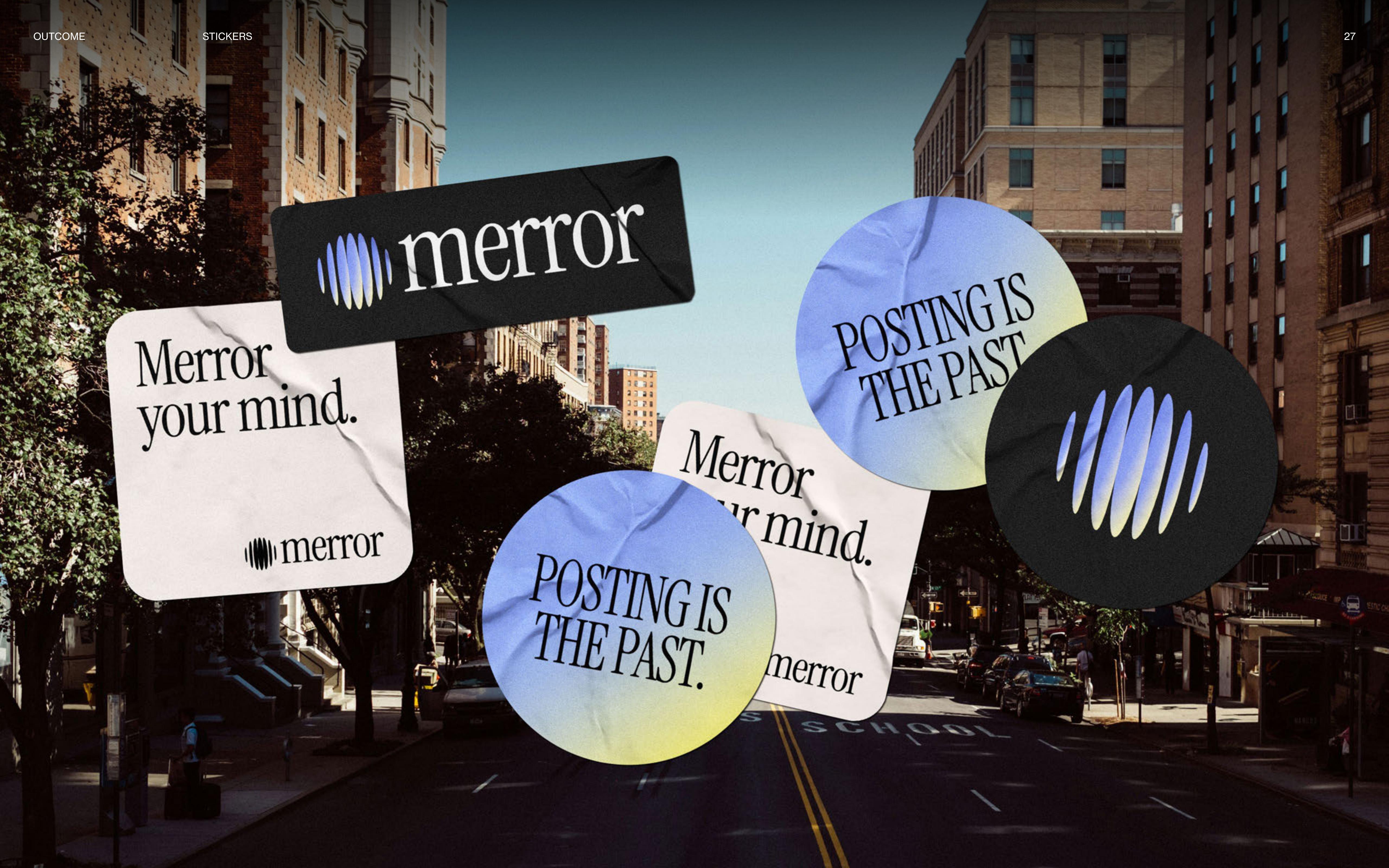
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Frame your story.

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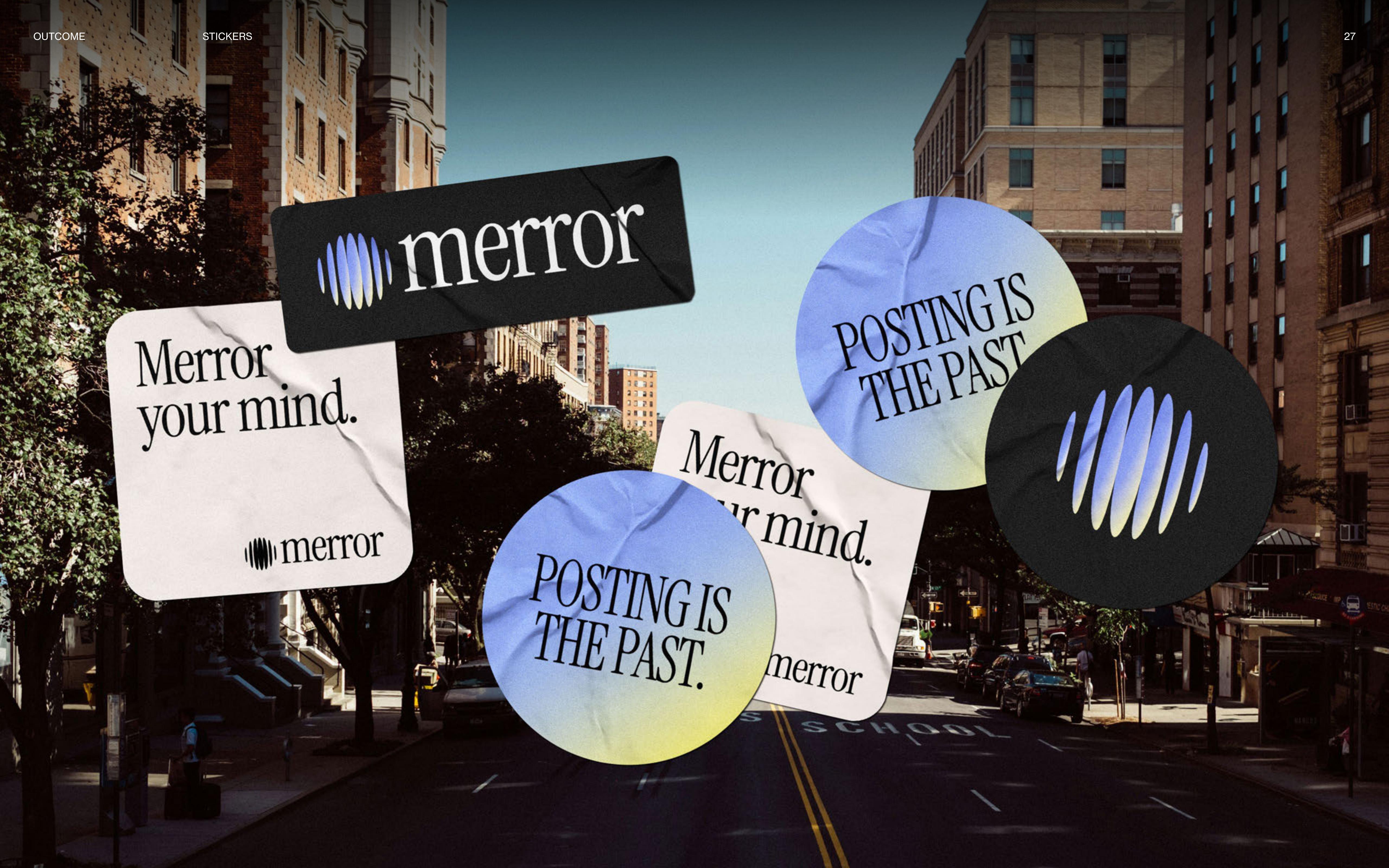
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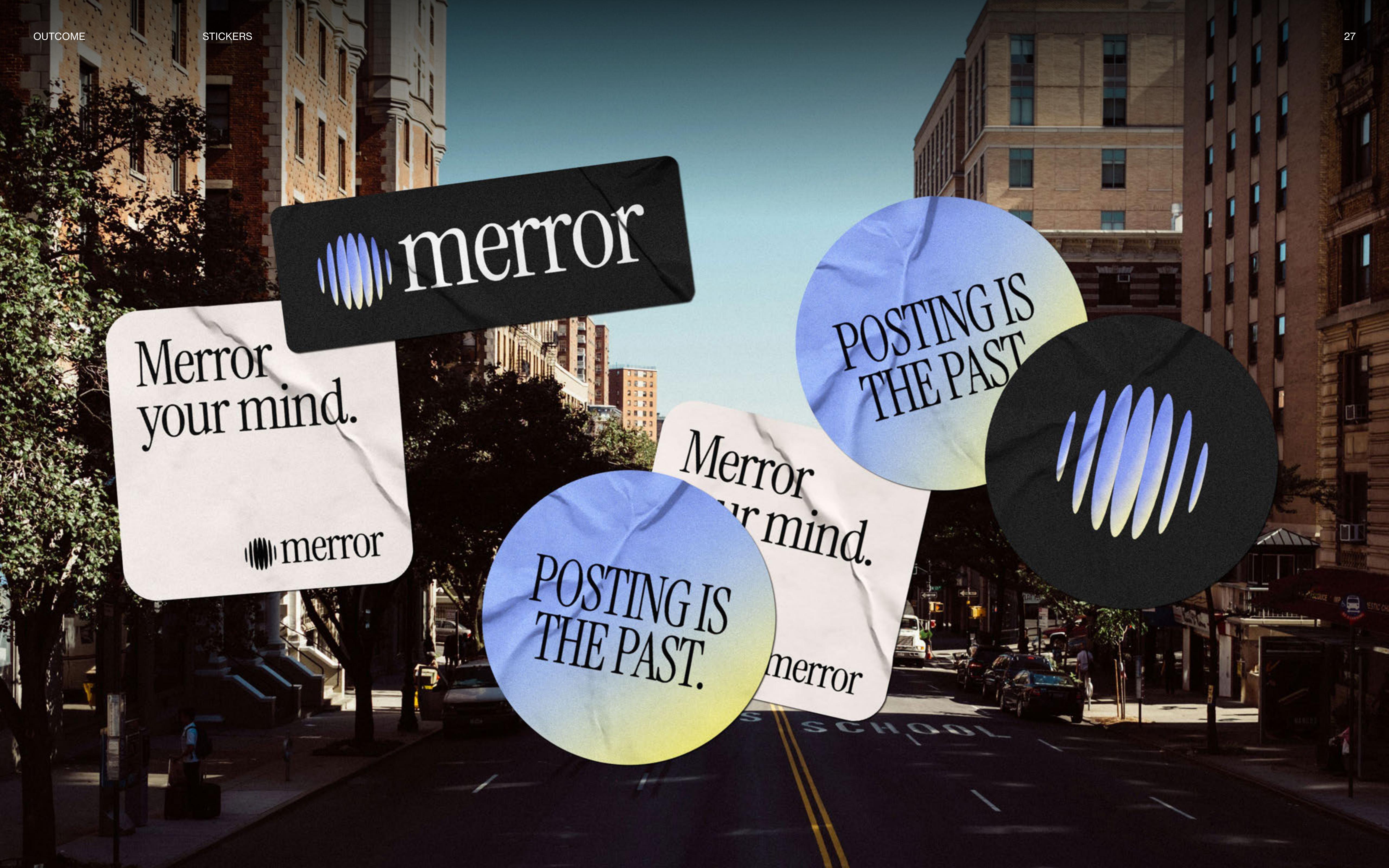
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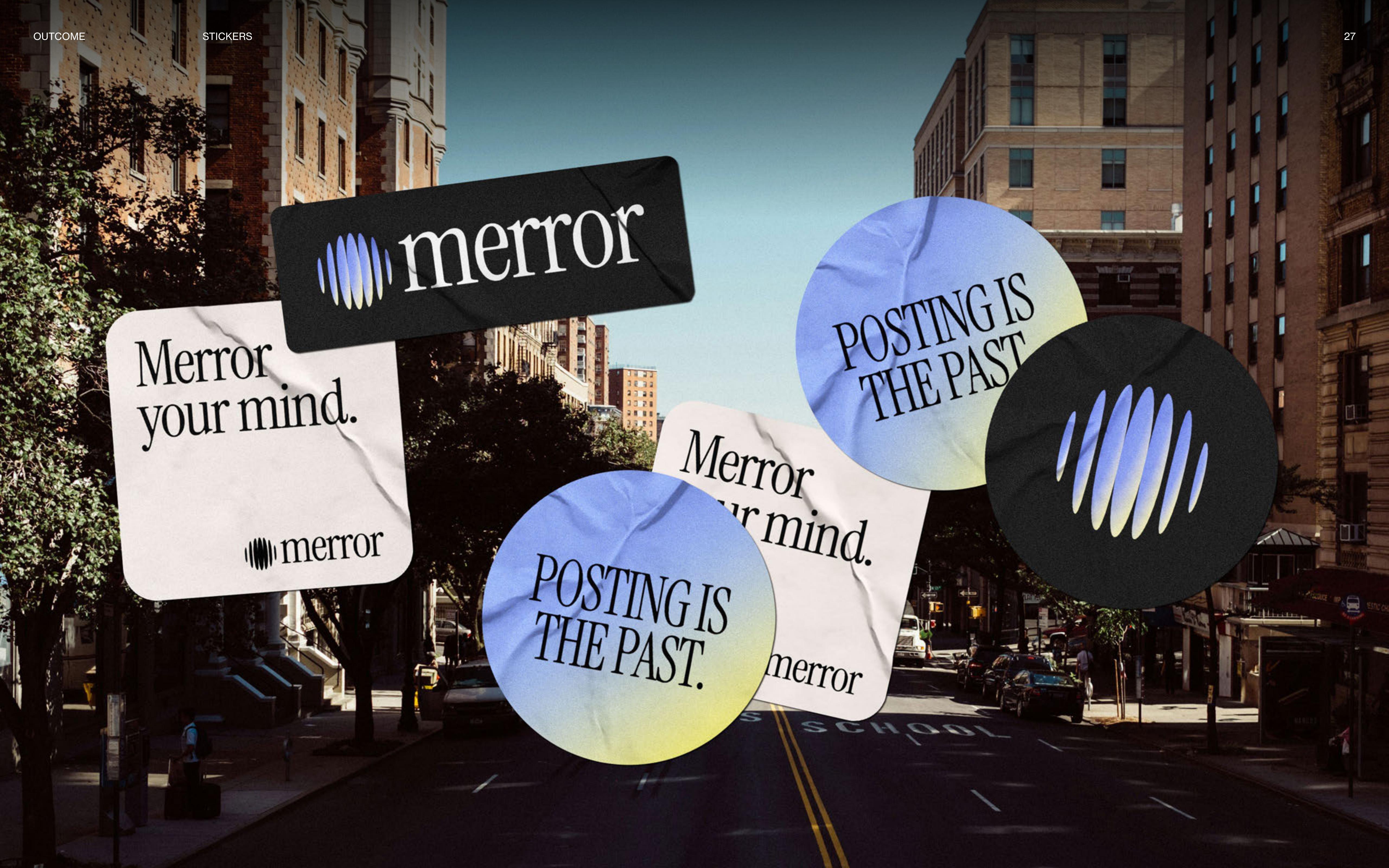
Merror
your mind.



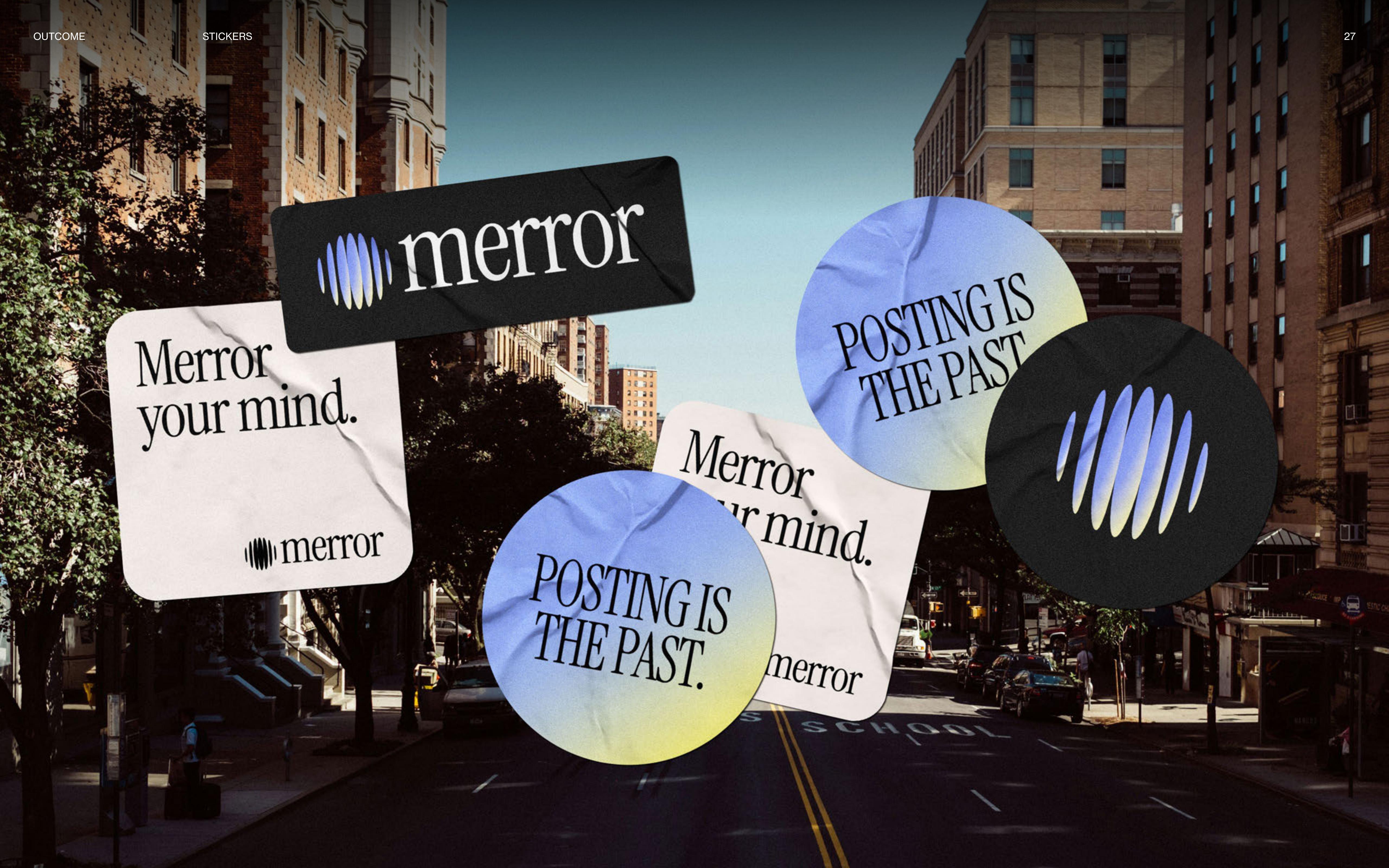
merror



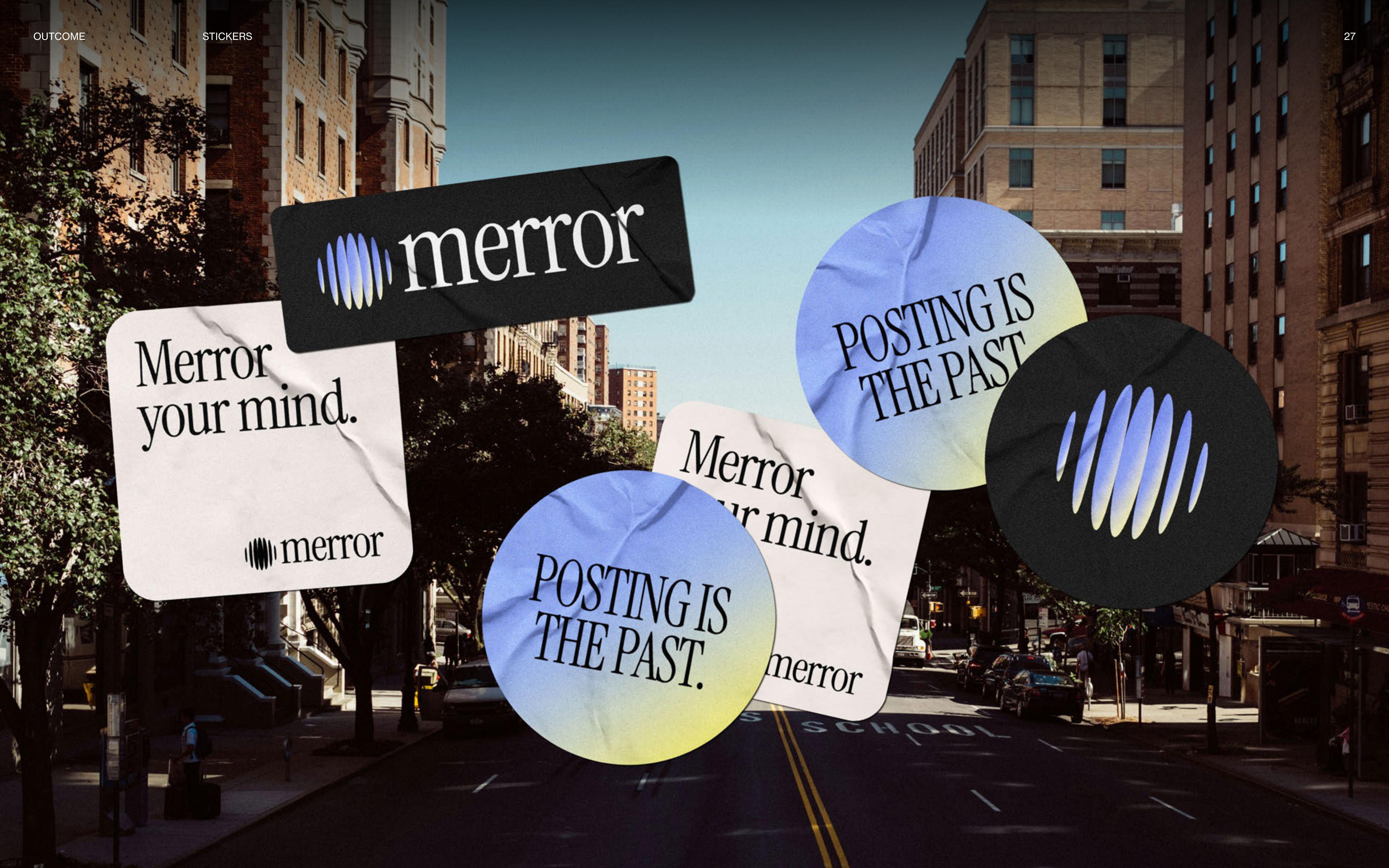
POSTING IS
THE PAST.



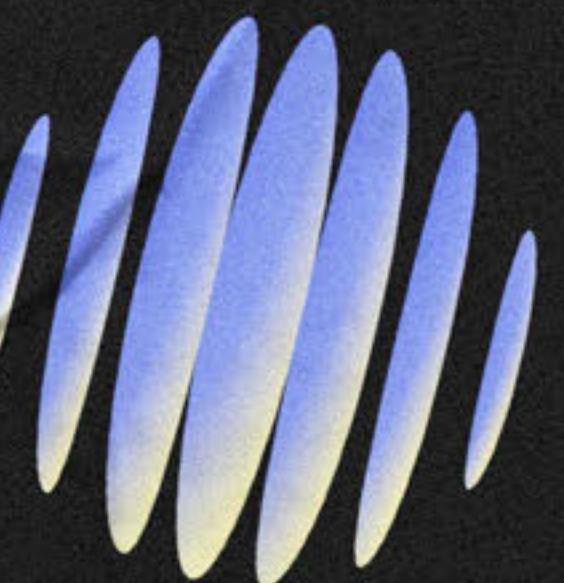
POSTING IS
THE PAST



Merror
ur mind.



merror







Brand Identity 100%, Web Design 100%,
Motion Graphics 100%, Marketing Collaterals 100%

Nova

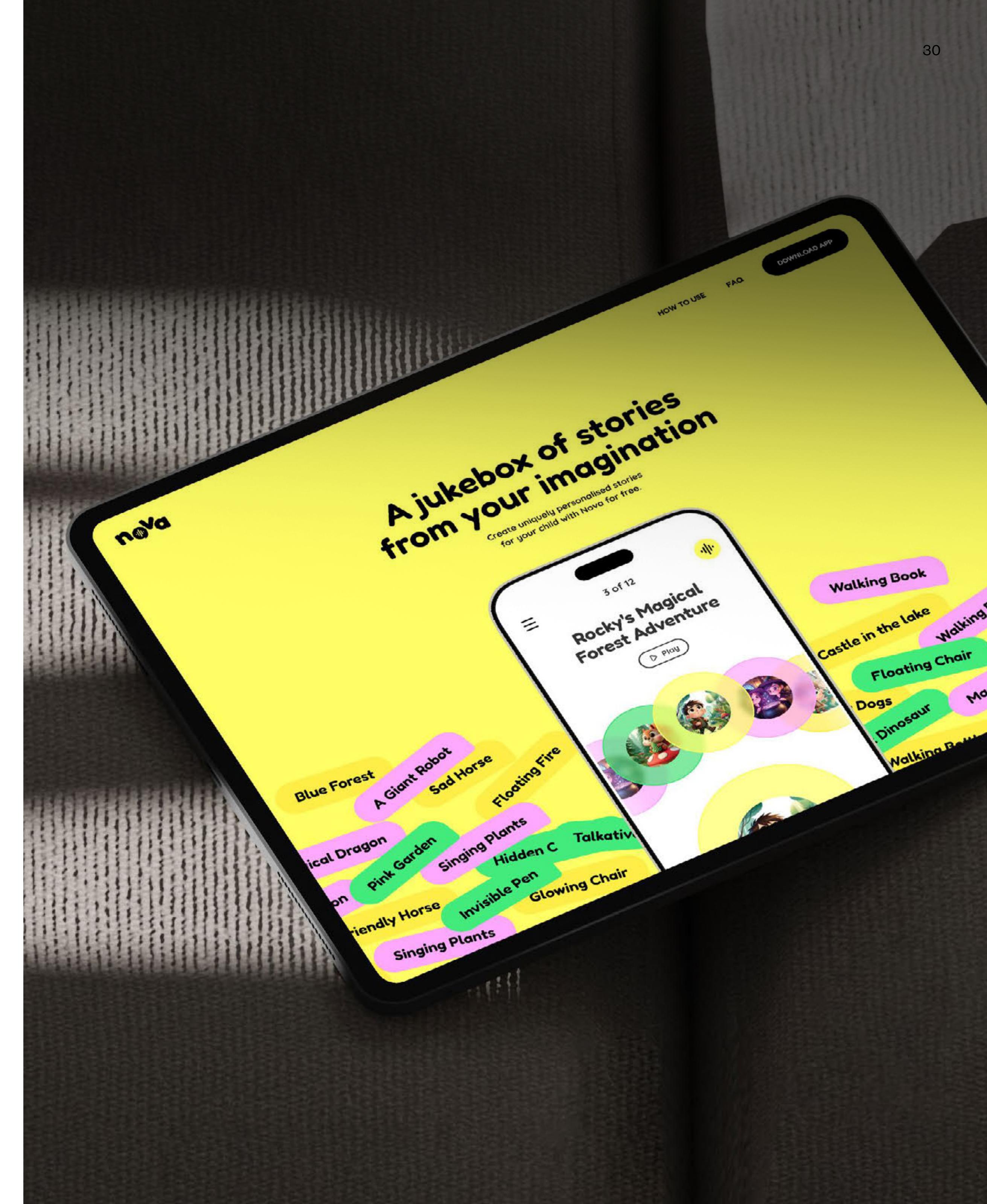
Nova is a magical storytelling app that transforms your imagination into stories. Powered by AI, Nova serves as an enchanting story jukebox, crafting and narrating personalized tales tailored to each user, allowing children and parents to explore endless adventures together and boost their creativity.

Inspired by the modern jukebox, Nova reimagines it as a vinyl player, blending nostalgia for parents with a captivating experience for children. The app's visual design, featuring animated lines and a responsive speech bubble, creates a dynamic and engaging interface that brings stories to life in a magical way.

<https://www.nova-stories.com>

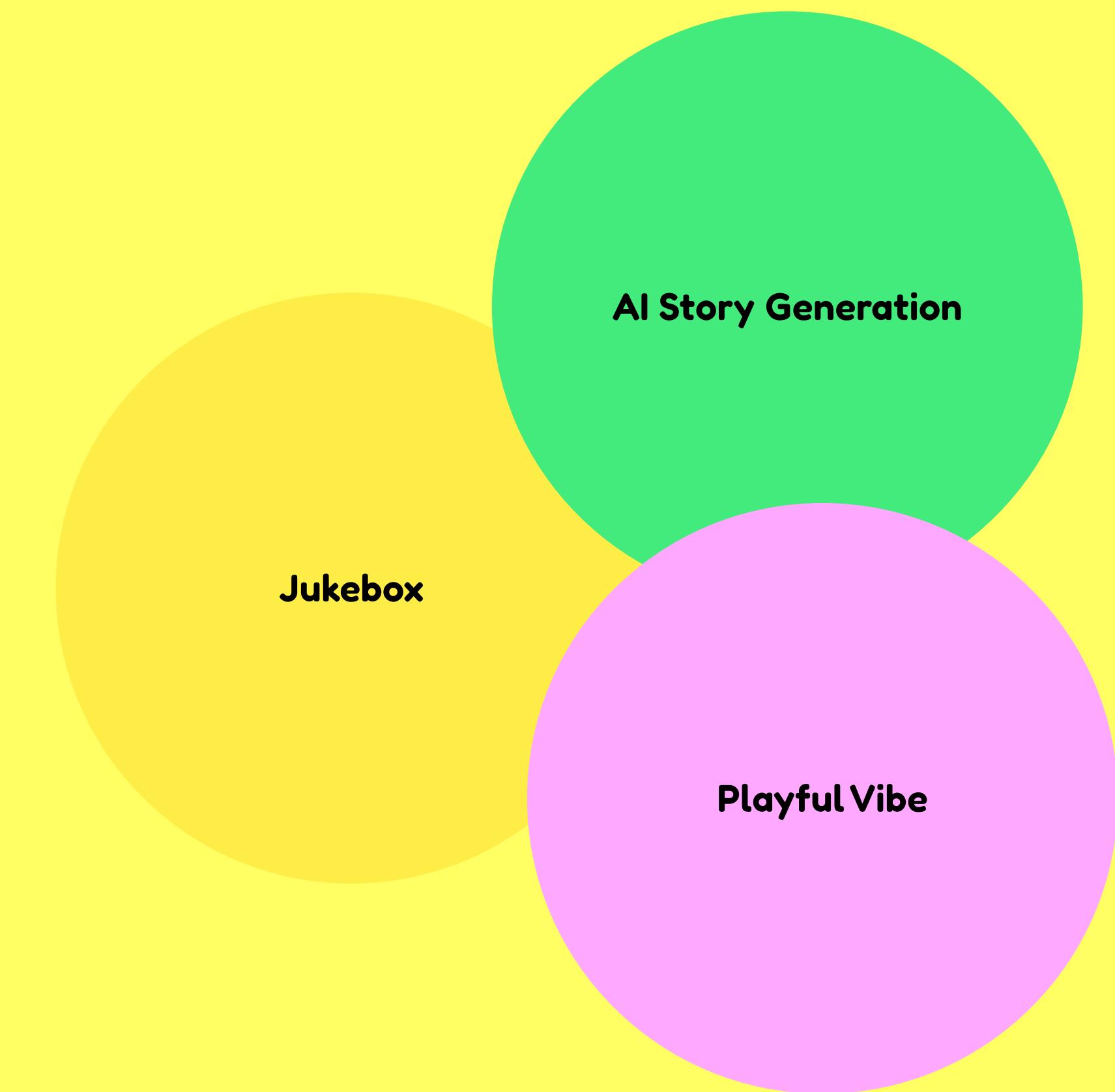
Team

Brand and Digital Product Designer (Me)
Design Lead
Creative Director



Jukebox-inspired AI Storytelling App

Nova is a storytelling app powered by AI, designed to bring users' imaginations to life. This project is aimed at children and their parents, featuring a jukebox-inspired concept. The goal is to create a playful and engaging brand and app that highlight the role of AI in an enjoyable and interactive way.



A Magical Jukebox of Stories From Your Imagination

Our team defined the concept as "A magical jukebox of stories from your imagination" and designed a character named "Nova" to magically represent AI. "Nova" is composed of five lines and a speech bubble, which move dynamically in response to conversations. This animated character embodies the enchanting nature of AI while infusing the app with a playful and fun atmosphere. Additionally, drawing inspiration from the modern jukebox, we reimagined it as a vinyl player, providing a listening experience that resonates with parents' nostalgia while offering children something uniquely captivating.

A magical

jukebox

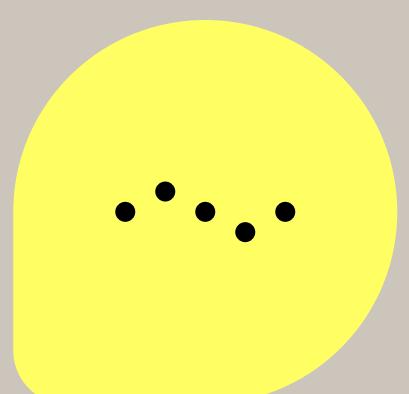
of stories from

your

imagination

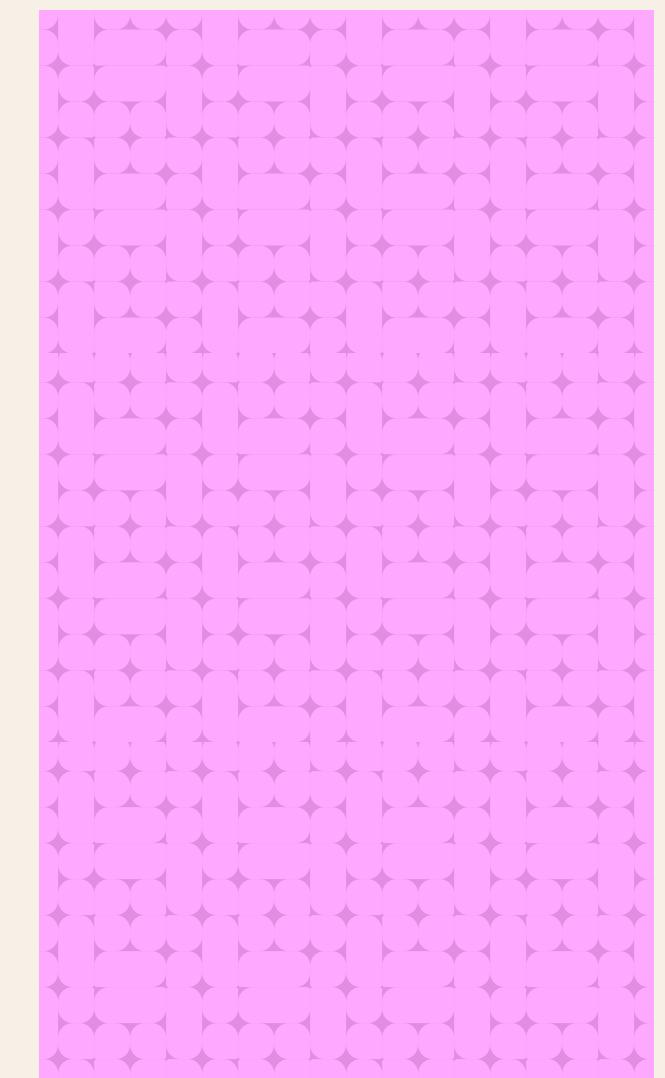
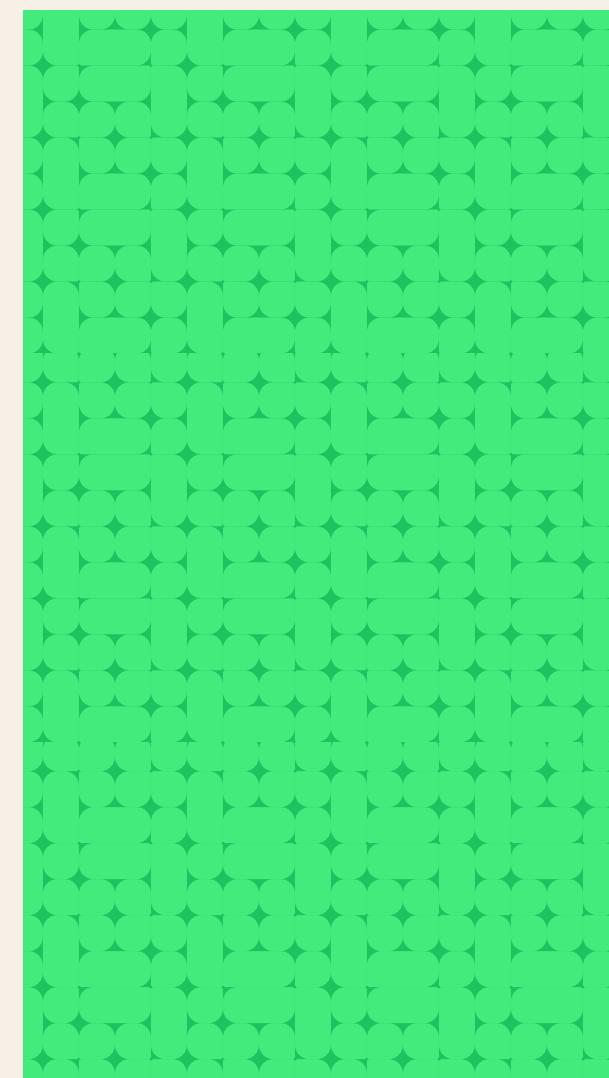
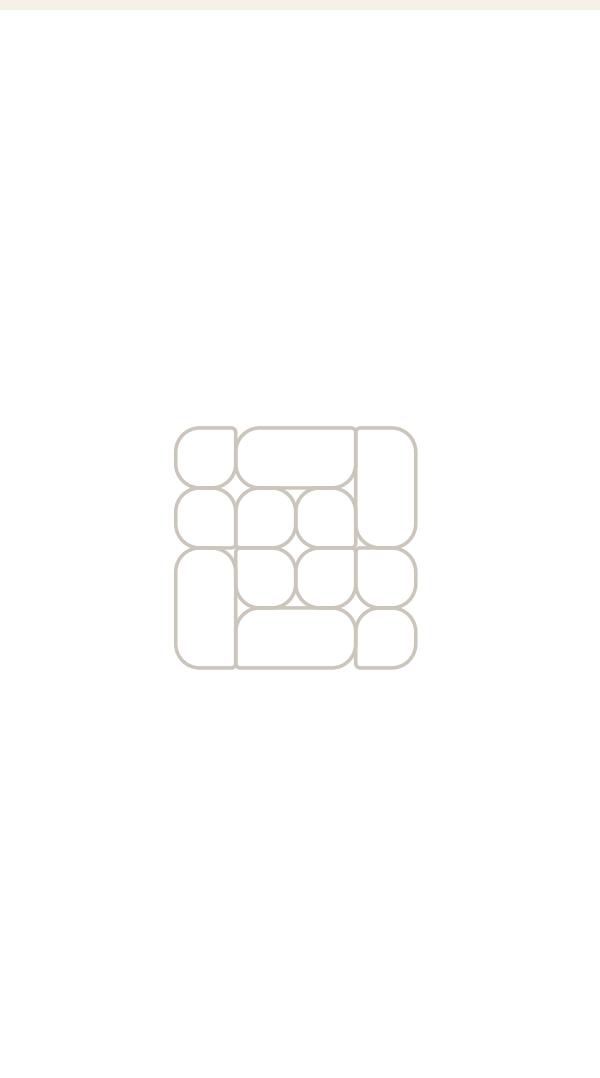
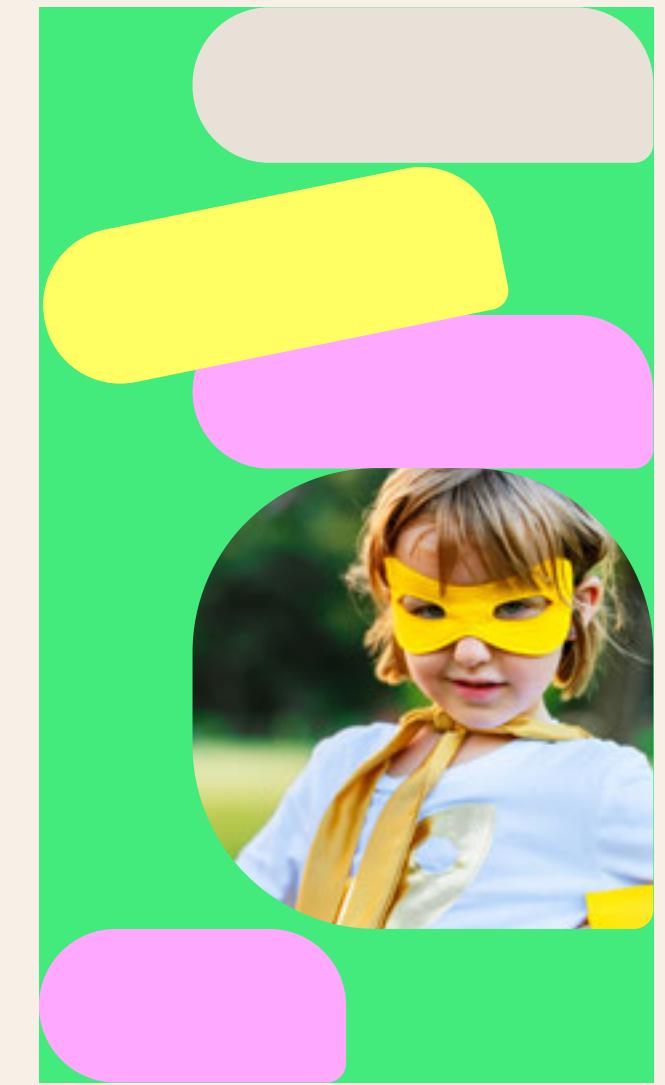
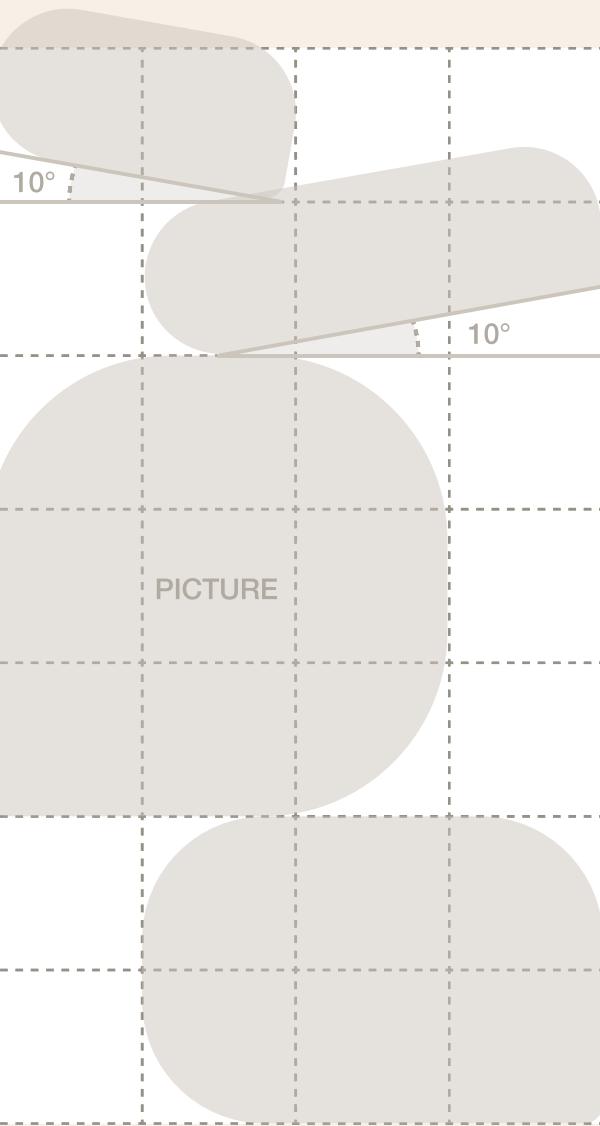
Magical Nova

Nova consists of five lines that resemble the grille of a jukebox speaker, giving the impression of speech. These lines animate to indicate various states: static, speaking, and loading.



Size-adjustable Visual System

The speech bubble adjusts its size according to the grid, generating various patterns and creating a dynamic layout and background. This key visual has been consistently incorporated into both the branding and UI design.



Colour Vinyls & AI Image Prompt

Inspired by the modern jukebox, it is depicted as a vinyl player and rendered in five different colours. We created an AI prompt for cover images that aligns with the brand's magical and lively atmosphere.



Logo

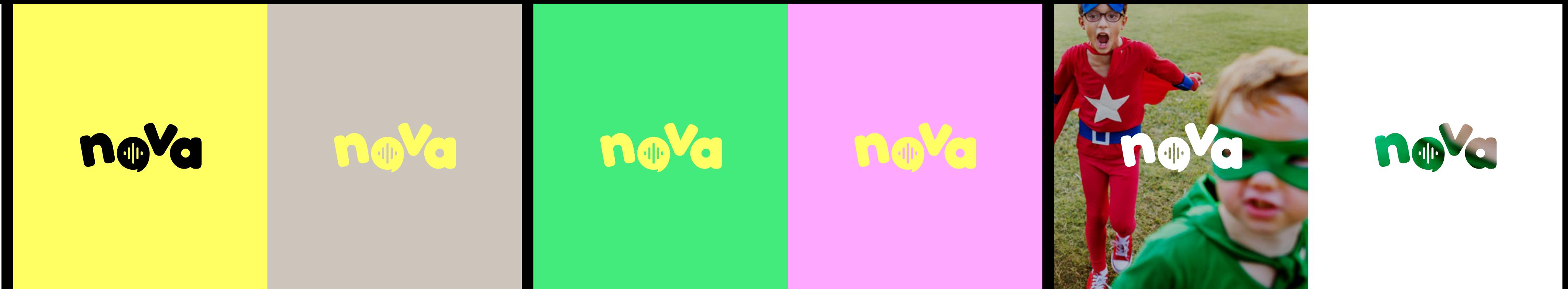
We designed the logo in a rounded typeface that mirrors the feel of the speech bubble, aligning with the overall atmosphere of the key visual.

noVA noVA ☐ ☐
nOVA nOVA ☐ ☐

noVa noVa
noVa noVa

nova noVa noVa
noVa nova nova

no va no va no va no va
no va no va no va no va



TYPOGRAPHY

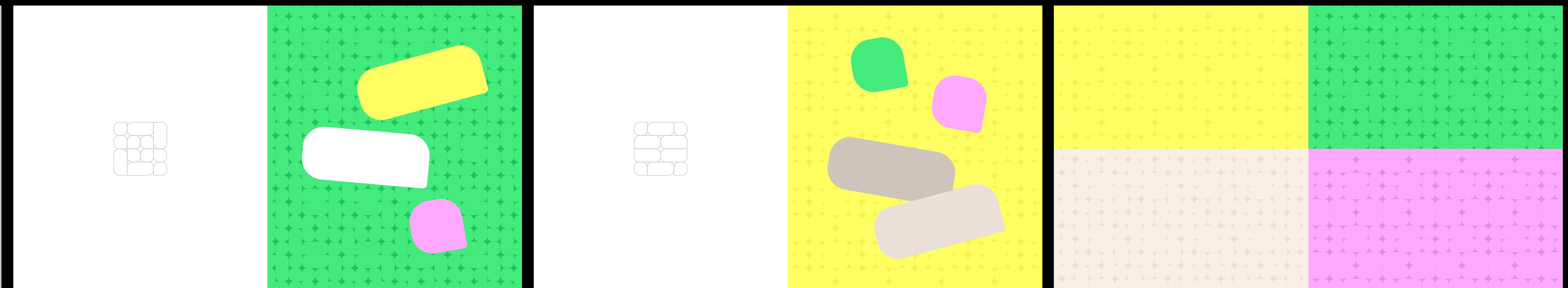
FREDOKA Semi Bold
Aa
a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
(! @ # % ^ & * - +
- = ' \ ;)

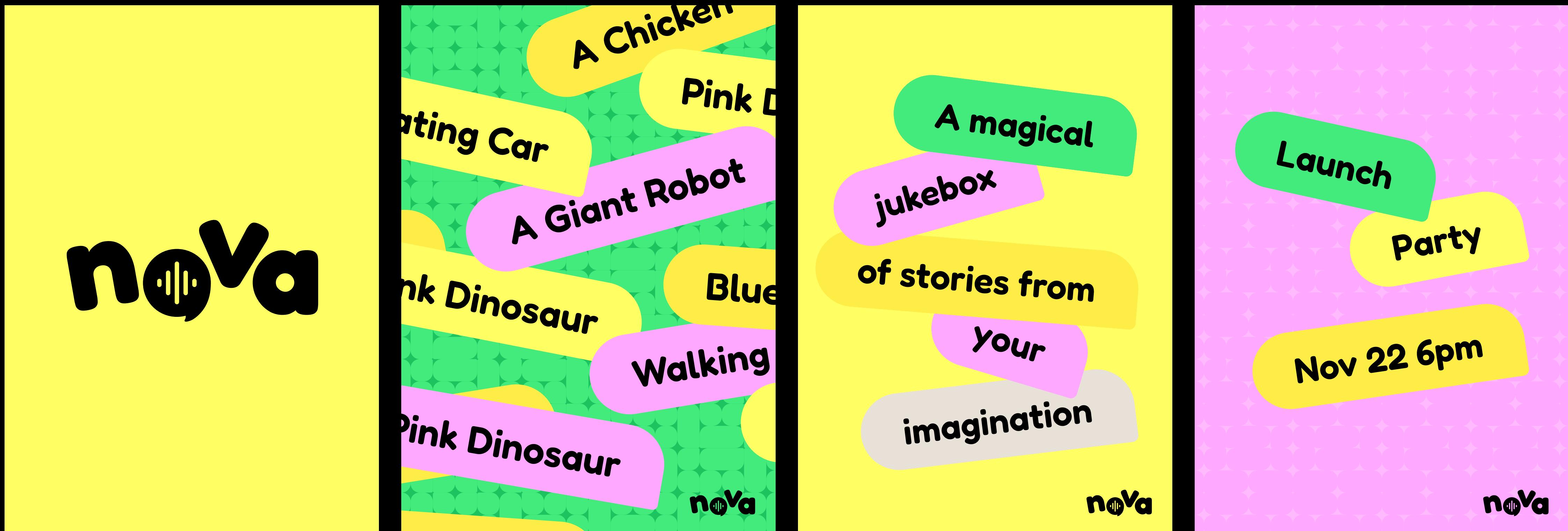
QUICK SAND Semi Bold
Aa
a b c d e f g h i j k l m
n o p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
(! @ # % ^ & * - +
- = ' \ ;)

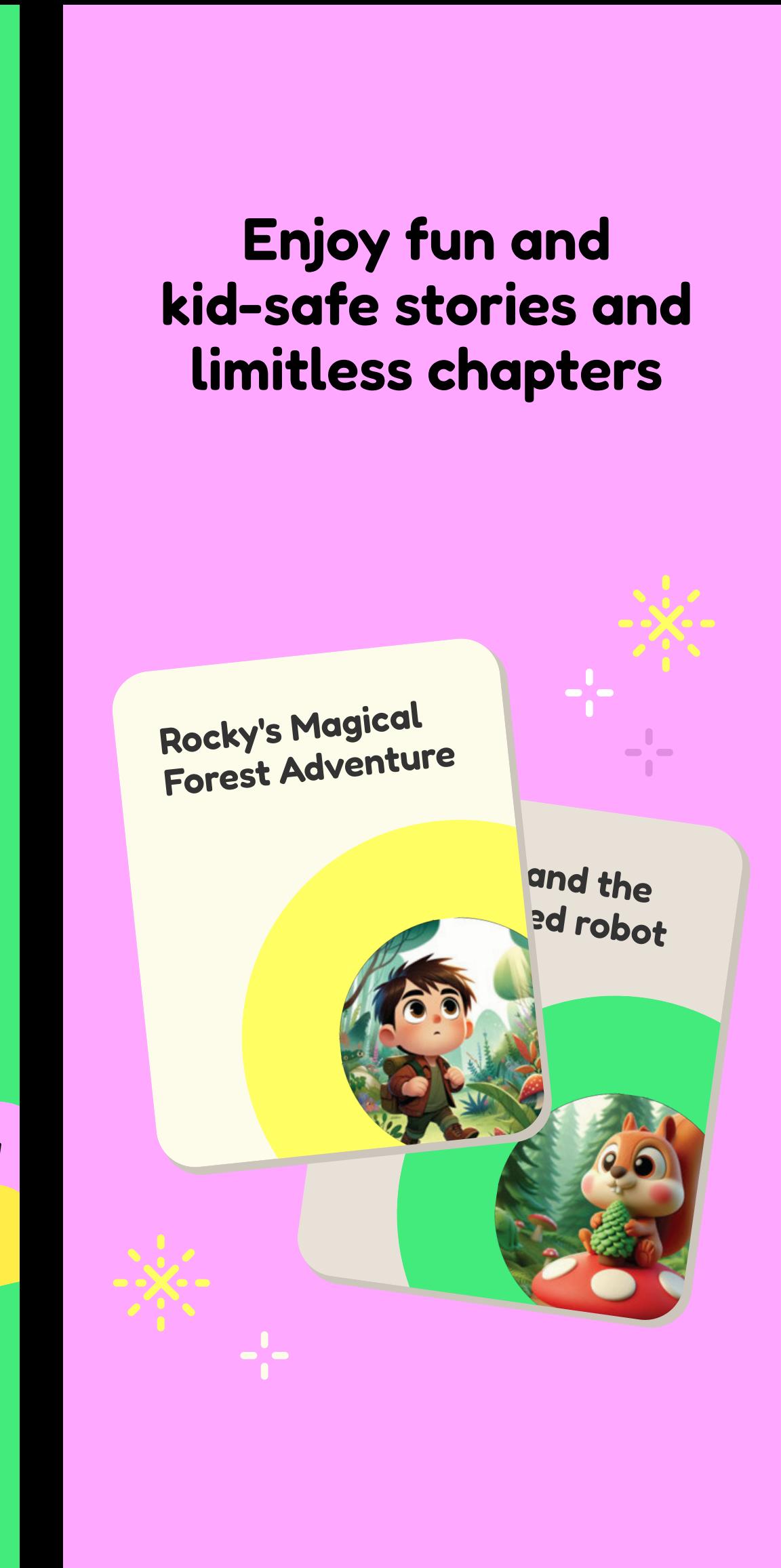
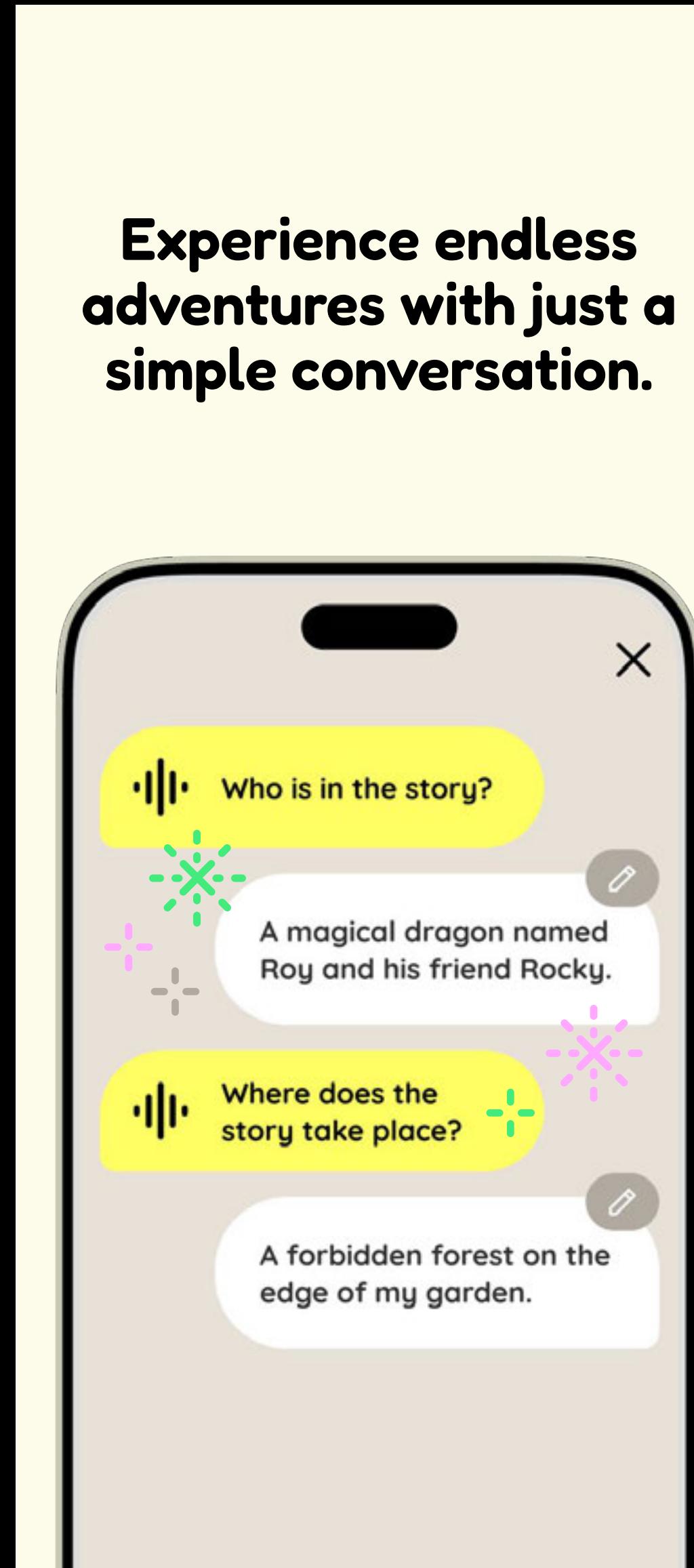
Headings: 72/56/48/40/32px
**Infinite Fantasia,
all AI Dreams Woven**

Body: 24/20/16/14/12 px
Stories making and telling all in one place
with Nova, the little AI radio speaker.

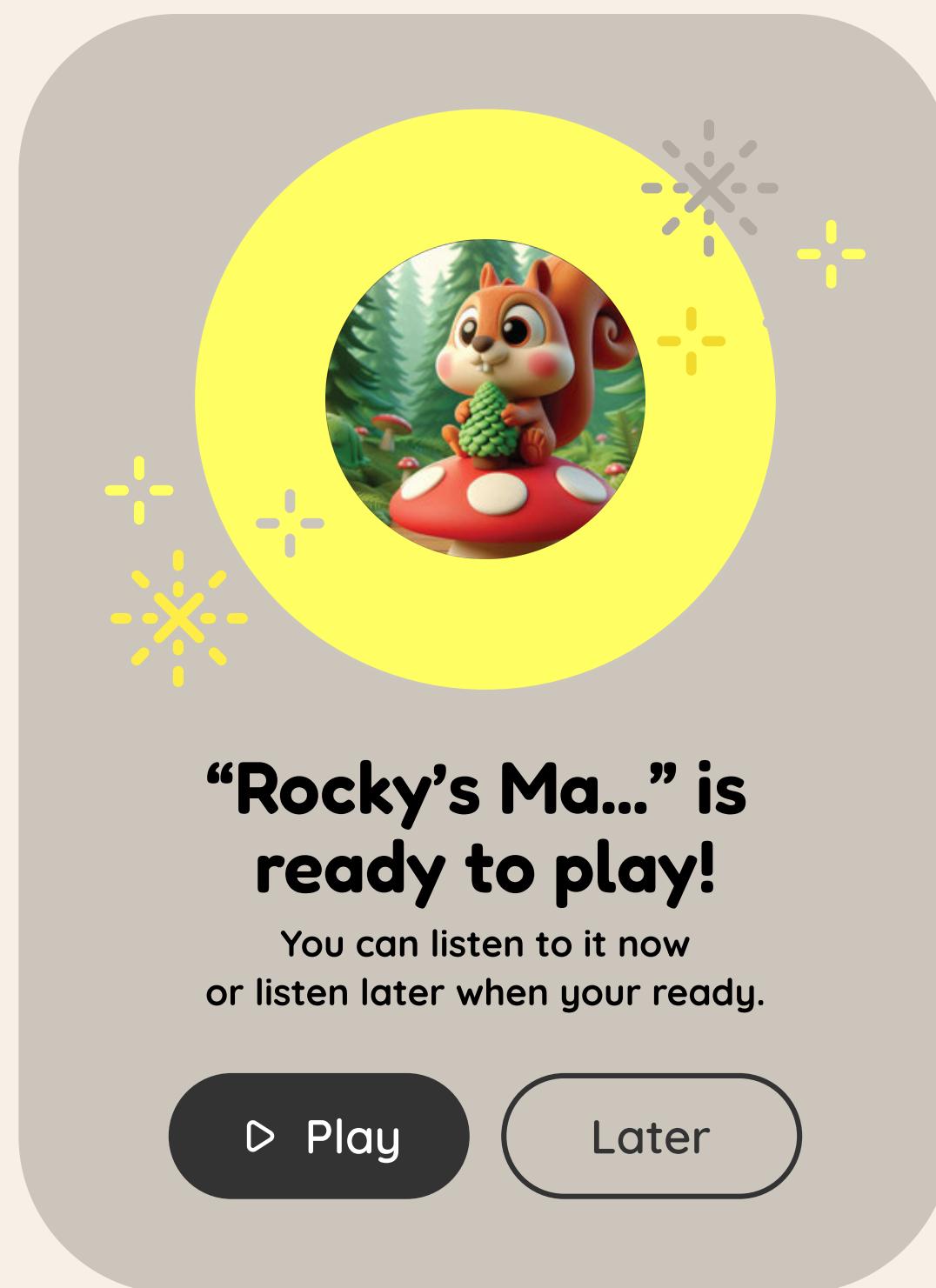
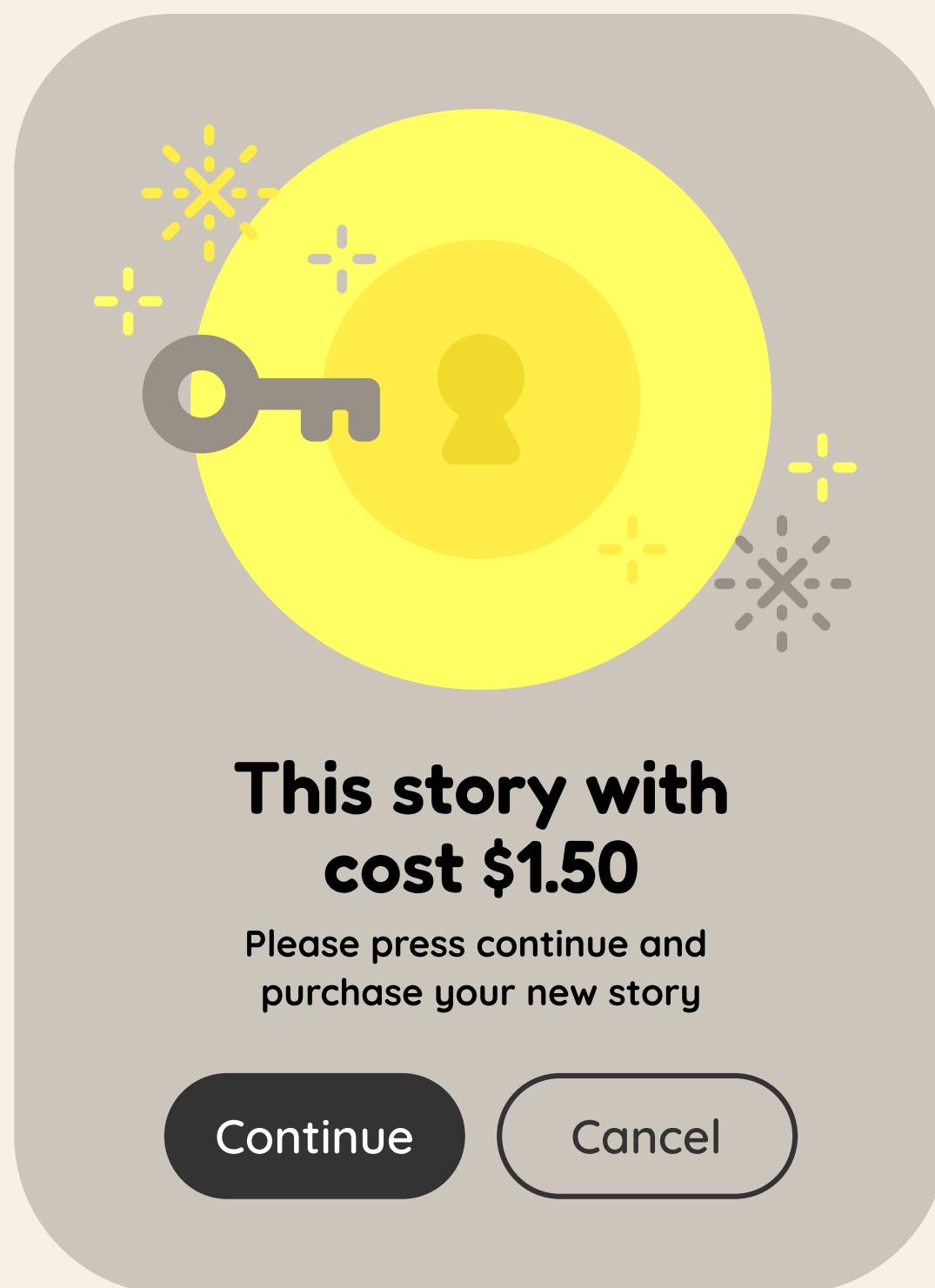
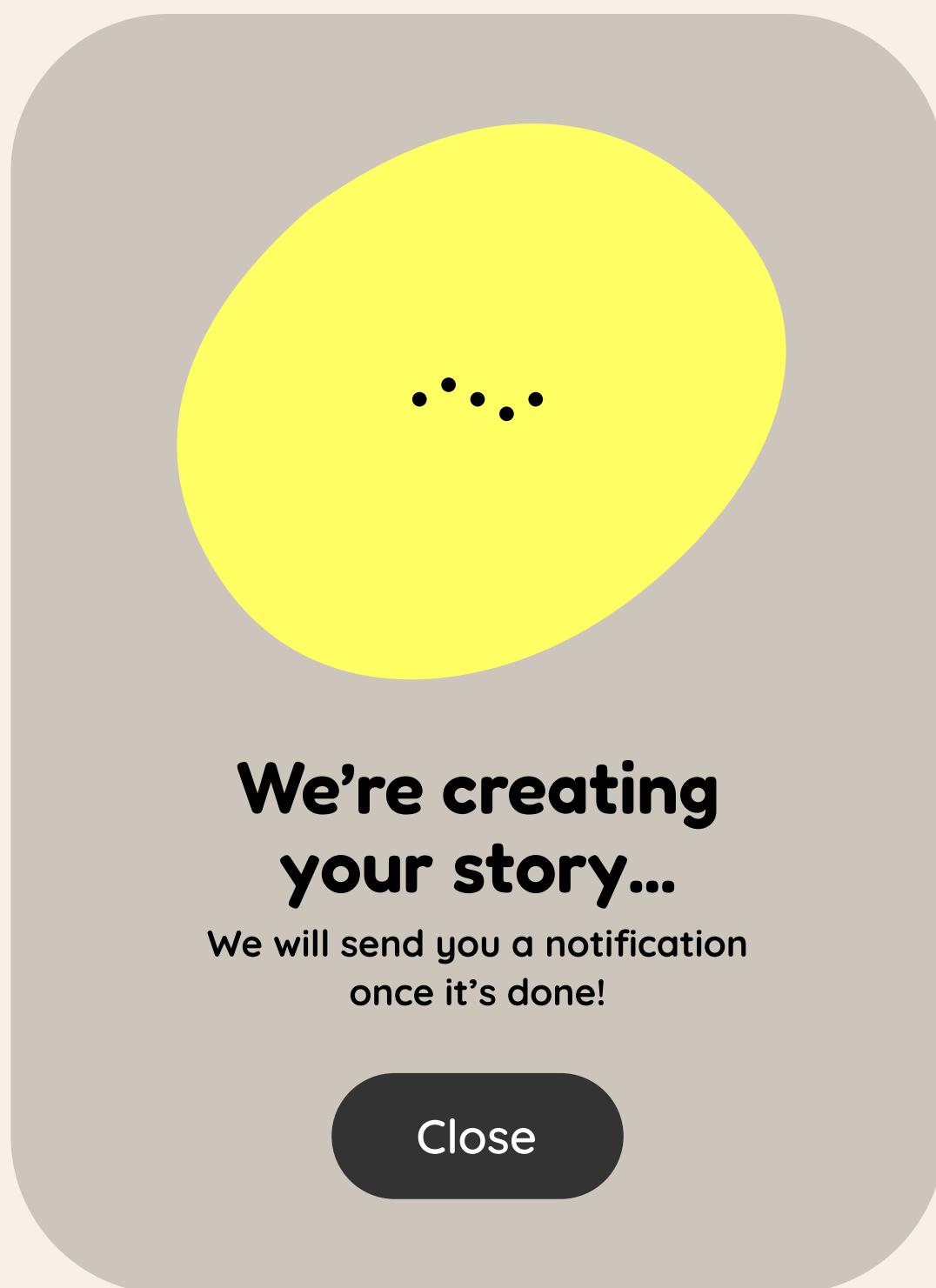
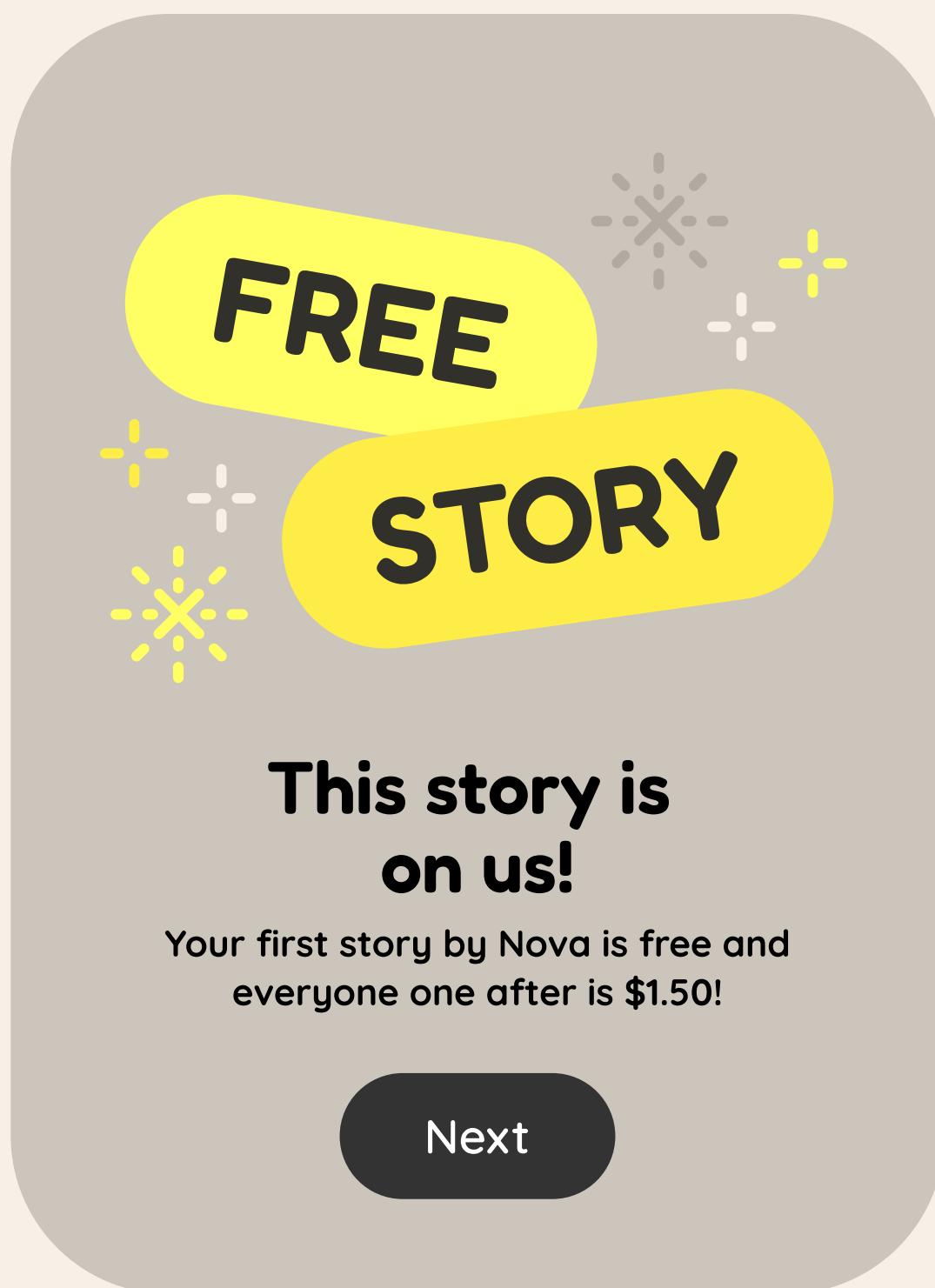
Captions
Please read our privacy policy for sign ups.













Playful Web Experience

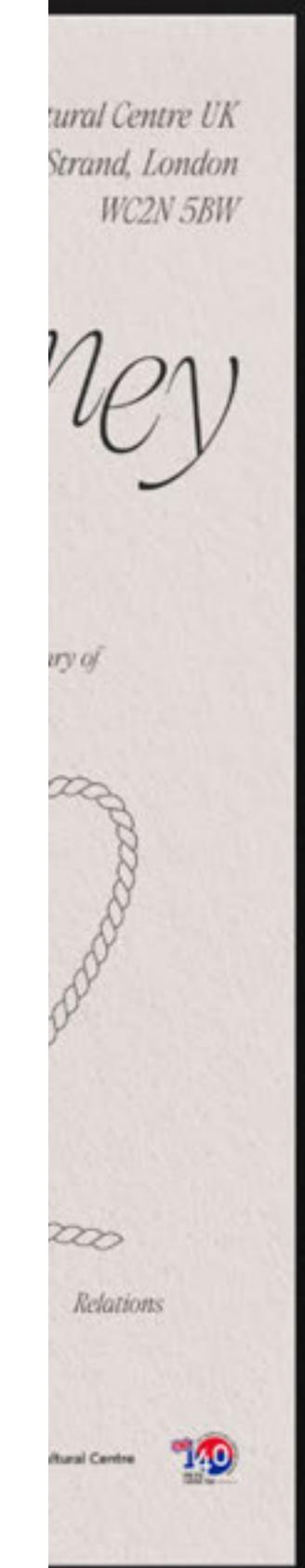
The speech bubbles are generated through code and fall from above. Users can interact playfully by tossing the bubbles around with their mouse, enhancing the web experience.

Exhibition Identity 100%, Banners 100%, Posters(Web/Print) 100%
 Wall Vinyl 100%, Window Vinyl 100%, Brochure 100%, Booklets 100%

1883, A Journey Through the Archives

The project involves the exhibition identity design for '1883, A Journey Through the Archives,' celebrating the 140th anniversary of diplomatic relations between South Korea and the United Kingdom.

To represent the enduring relationship between the two nations over the past 140 years, the key visual employs intertwined ropes as a graphic motif. This visual representation, where two strands harmoniously merge into a single line, symbolizes the close and robust bond between the two countries. Additionally, the elongated form of the rope embodies the journey that has been traversed over the years.



Team

Brand and Digital Product Designer (Me)
 Exhibition Curator
 Head Curator

188

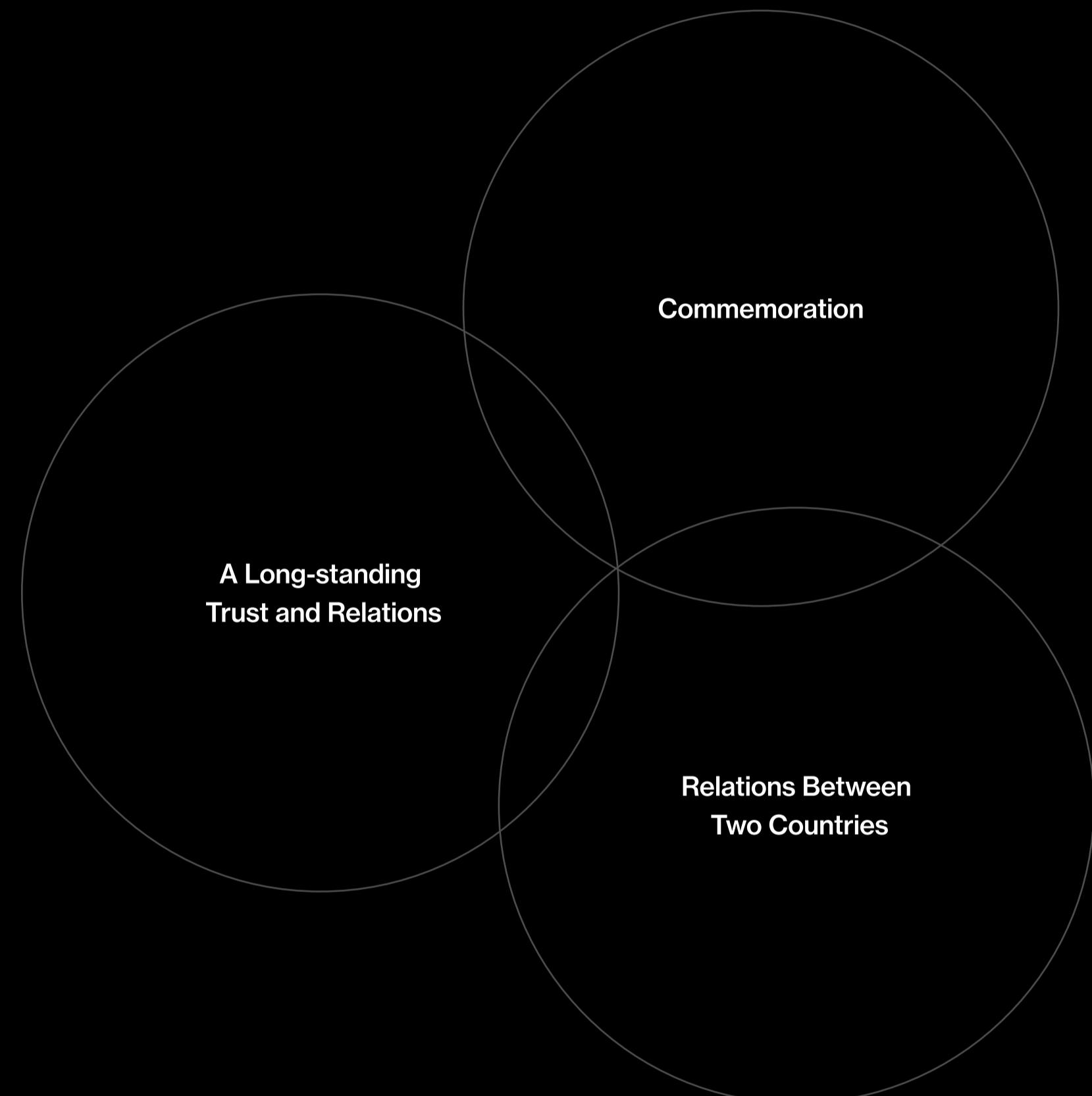
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7 December 2023
 - 27 Jan

Exhibition Identity for the 140th Anniversary Commemoration of Korea - U.K. Diplomatic Relations

The exhibition "1883, A Journey Through the Archives" commemorates the 140th anniversary of diplomatic relations between South Korea and the United Kingdom. The client requested an exhibition identity that visually represents the enduring trust and strong relationship between the two nations.



The Structure of an Intertwined Rope: A Metaphor for Close and Enduring Relationships

To symbolize this trust and strength, the concept draws inspiration from the structure of a rope. A rope is formed by intertwining two strands, creating a stronger connection. This physical characteristic serves as the foundation of the design, symbolizing the close and robust relationship between the two countries. By employing this visual motif, the project effectively conveys the deep and enduring bond that has been cultivated over more than a century.

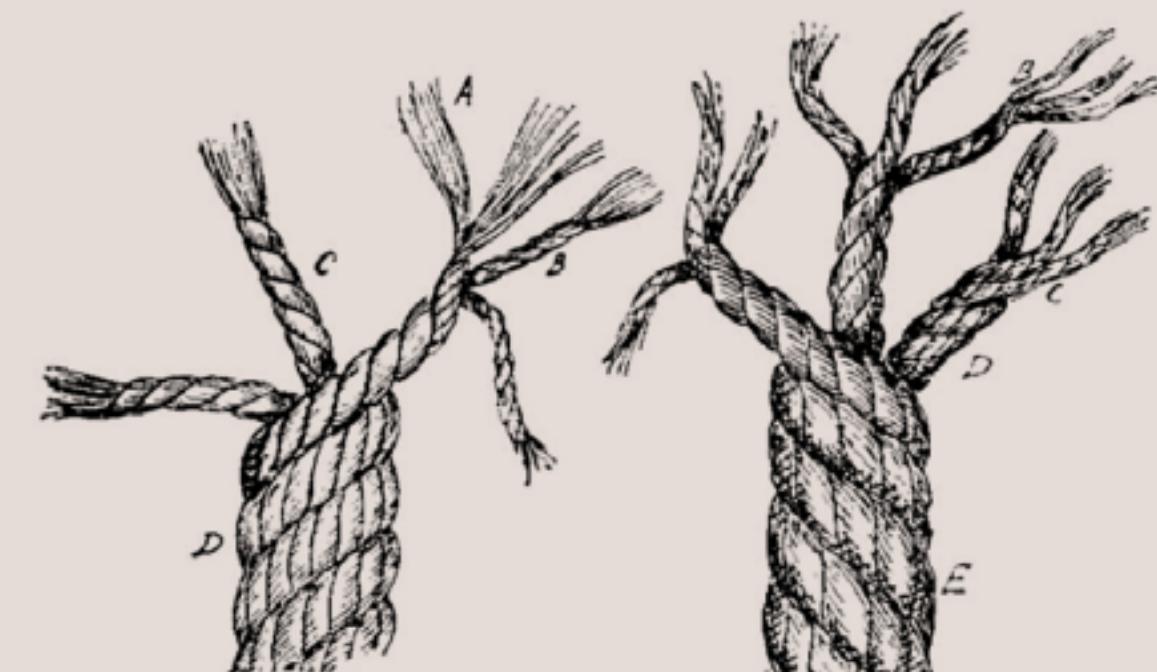
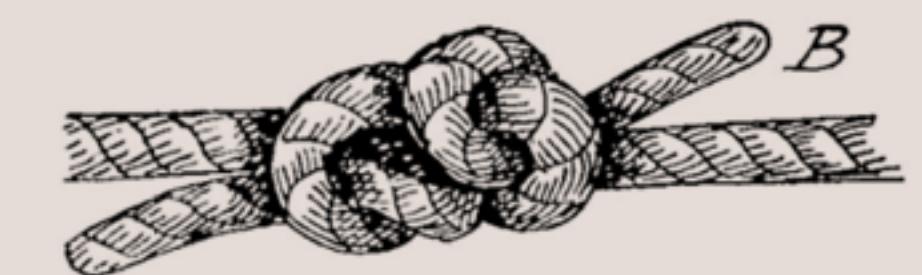


FIG. 1.—Construction of rope.



A FIG. 18.—Fisherman's knot (finished).

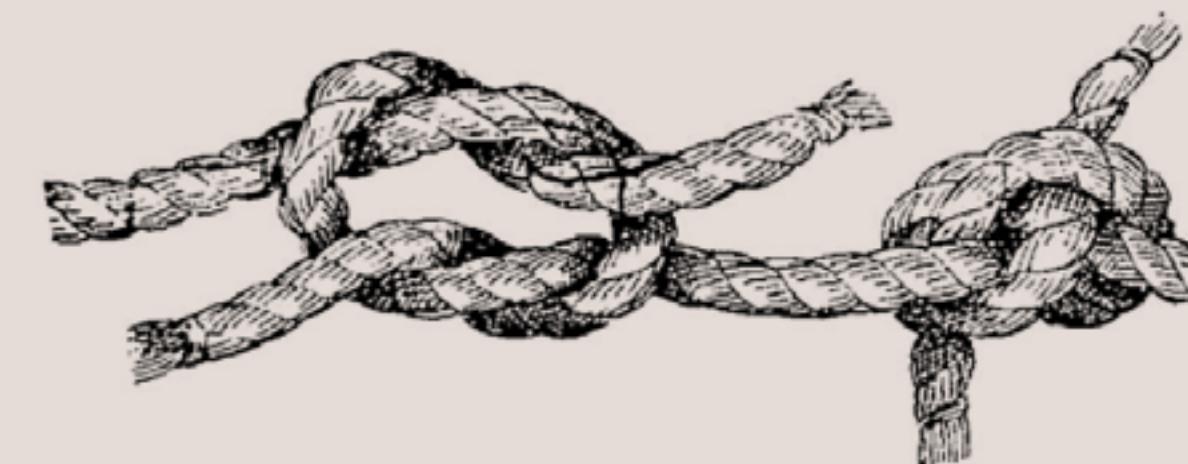


FIG. 13.—Granny knot.

An Elongated and Ornamental Line Symbolizing Long-lasting Relationships and Commemoration

To illustrate the continuum of time from the past to the present, and to signify the enduring nature of a relationship poised to extend into the future, an open-ended form has been utilized. The elongated shape of the rope symbolizes the journey traversed over the years, while its form imparts a commemorative character.



Adaptive Key Visual

The key visual is designed for versatile adaptation across different media sizes, providing a diverse range of visual presentations while preserving a consistent visual identity.





1883, 1883, A Journey Through the Archives

100th Anniversary

Commemoration of Korea - UK Diplomatic Relations

7 December 2023 - 27 January 2024

The Korean Cultural Centre UK
Grand Buildings, 1-3 Strand, London
WC2N 5BW

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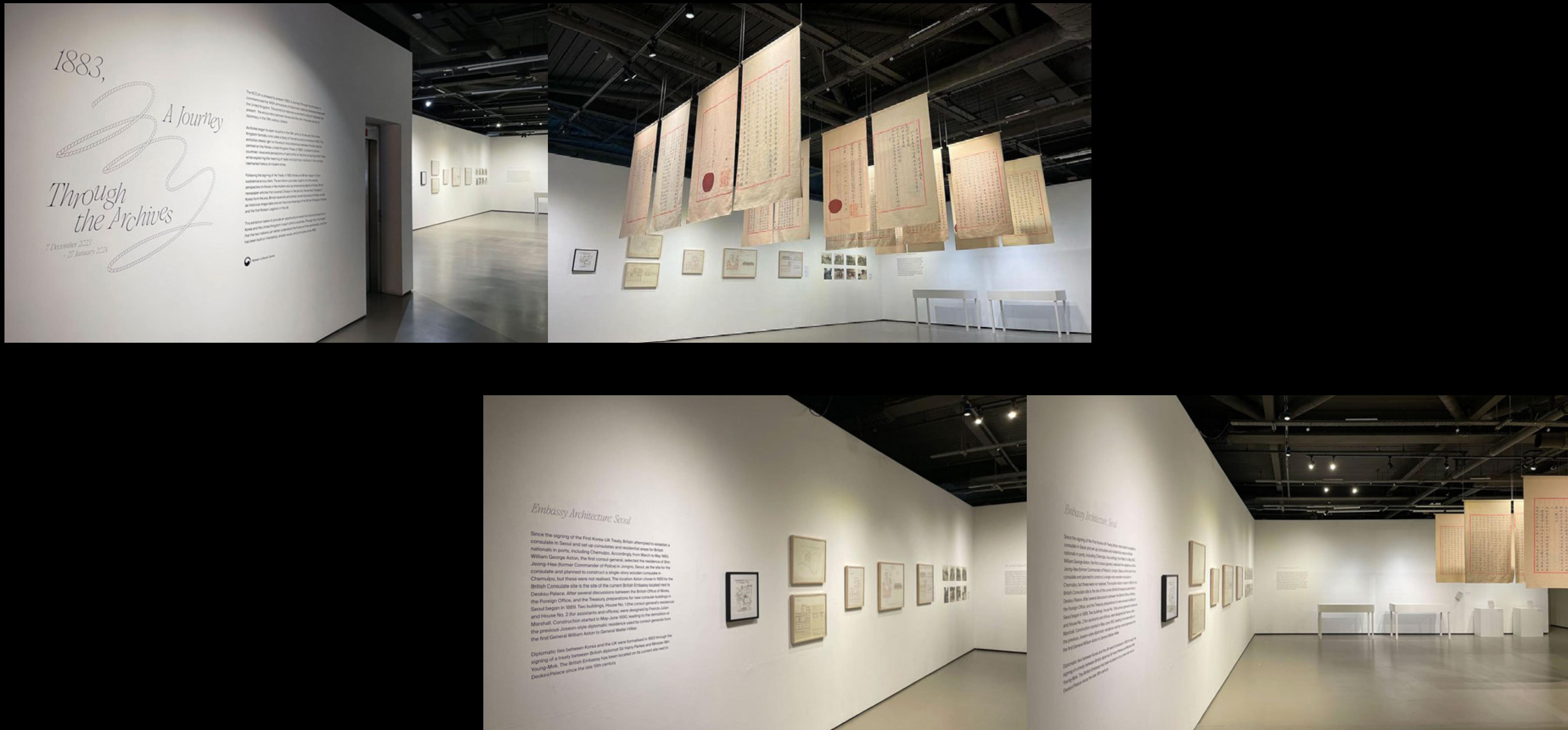
Butler

40

40

Opening Hours
Mon-Fri 10am-5.30pm

Scung-Hoon Han



**THANK YOU FOR
YOUR TIME
AND CONSIDERATION**

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PASSWORD: CHOCOLATE (ALL CAPS)