

VISUAL IDENTITY / ART DIRECTION / ILLUSTRATION  
DIGITAL DESIGN / MOTION GRAPHICS

PORTFOLIO 2021 - 2024  
MYOUNGAE KIM

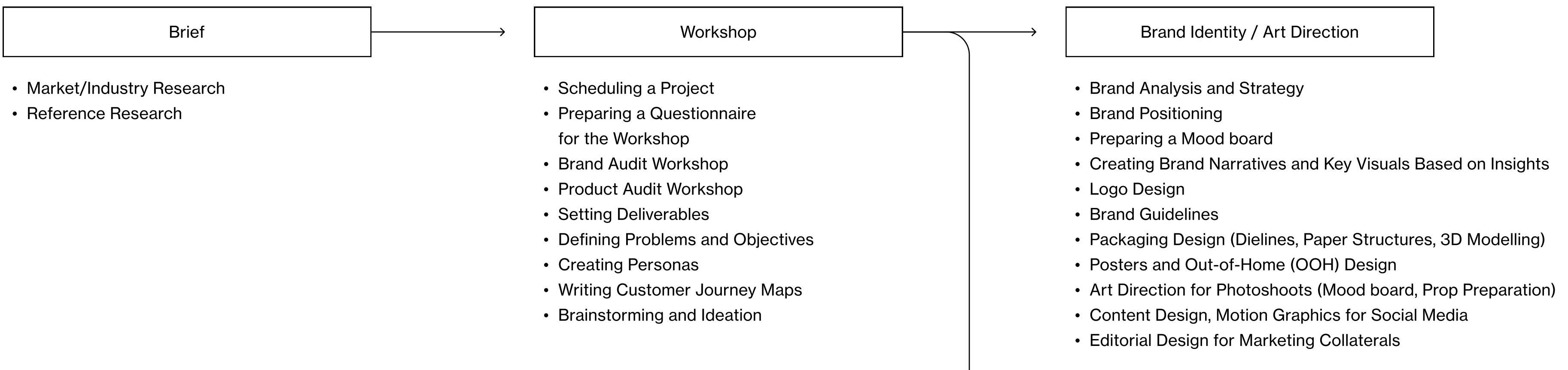
## INTRO

# Narrative-driven Design through metaphors

## 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

## 2024

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

Brand Identity, Packaging / 'Barney's New York' Conceptual Fragrance Branding  
Editorial / 'Snoopy Garden' Presentation Design  
Editorial / 'Spyder Korea' Brand Book Design  
Brand Identity, Packaging / 'Eurosport' Conceptual Supplement Branding  
Brand Identity / 'F1' Collaboration Concept Design  
Brand Identity / 'Playboy' Conceptual Surfwear Branding  
Brand Identity, Packaging / 'Peanuts' Conceptual Golf Gift set Branding  
Brand Identity / 'Peanuts' Conceptual Coffee Branding  
Editorial / 'Peanuts' Collaboration Proposal  
Editorial / 'Peanuts' D2C Proposal

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

## 2018 - 2019

Brand Identity, Packaging / Bath&Body Products Branding  
Packaging / New scent label design of 'Glow by So...?'  
Brand Identity, Packaging / Renewal of 'So...? the collection' range  
Packaging / X-MAS 2019 Gift Set Packaging  
Packaging / New scent label design of 'So...? Unique' range  
Brand Identity, Packaging / 'Face&Seoul' Sheet Masks Branding  
Brand Identity, Packaging / 'Elements' Sheet Masks Branding  
Packaging / New scent of 'So...? Summer Escapes'  
Brand Identity, Packaging / 'Purely' Perfume Branding  
Brand Identity, Packaging / 'Floral Crush' Perfume Branding  
Brand Identity, Packaging / 'Glow by So...?' Illuminating Fragrance Mist  
Marketing Collateral / 'So...? the Collection' Poster Design  
Marketing Collateral / 'So...? Unique' Bus Stop Ad Design  
Marketing Collateral / 'Body mist by So...?' Bus Ad Design  
Marketing Collateral / 'Body mist by So...?' Bus Stop Ad Design  
Marketing Collateral / 'So...? the Collection' Event Invitation Design  
Marketing Collateral / 'Body mist by So...?' Poster Ad Design  
Marketing Collateral / 'Miss So...?' Event Invitation Design  
Marketing Collateral / 'Miss So...?' Tube Station Poster Ad Design  
Brand Identity / 'Miss So...?' Branding

## 2016 - 2017

Conceptual Branding, Concept Design for Collaboration, Brand Book Design,  
Pitching Deck Design, Proposal Design of  
'Coca-Cola', 'Peanuts', 'Rocawear', 'Duralex', 'Warner Bros.', 'Discovery', 'Discovery Expedition',  
'Juicy Couture', 'Penelope', 'Sean John', 'Playboy', 'Miranda Kerr', 'Hallmark', 'David Beckham',  
'Silvergate', 'Peter Rabbit', 'Penelope', 'Artestar', 'Jane Packer', 'NDK', 'Ed Hardy', 'Jelly Belly'.

## 2015

Brand Identity, UX/UI Design / Greenlancer (Interior construction service platform)  
Brand Identity, UX/UI Design / Picpie (Tag based Gallery Application)

## 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

# Barney's New York Fragrance

This project seeks to extend Barney's New York's luxury brand into the fragrance category, embodying the ethos of "The Most Discerning Edit of the World's Best Designers."

Leveraging the traditional significance of sealing wax, which conveys authenticity and trust, the design will integrate a graphic motif that reinforces these values. The primary colour scheme will consist of a sleek black and white palette, paired with still-life imagery, to evoke an elevated sense of luxury and reliability. This expansion aims to resonate with discerning customers while maintaining the brand's sophisticated identity.



## Team

Brand Designer (Me)

Brand Management Manager

Director

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ABOUT

An American luxury department store brand, founded in 1923 in New York City.

It introduced major luxury brands including Armani, Azzedine Alaïa, Comme des Garçons, Christian Louboutin, and Ermenegildo Zegna to the US market.

BARNEYS  
NEW YORK



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## AS IS

An American luxury department store brand

Category

Department store

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## TO BE

Expand brand categories by the brand expansion through brand licensing  
with new brand identity to develop and improve its business

Category

Department store

Category expansion

Expanded Brand Identity

Category1

Category2

Category3

...



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## LOGO

The company dropped the apostrophe in the 1980s and created the well-known Barneys New York logo.



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## MISSION

Barneys New York is....

A mecca for discerning fashionistas and clothing connoisseurs since 1923.

A Manhattan institution.

A blast!

An emporium of style and gorgeous products.

A celebrity hangout.

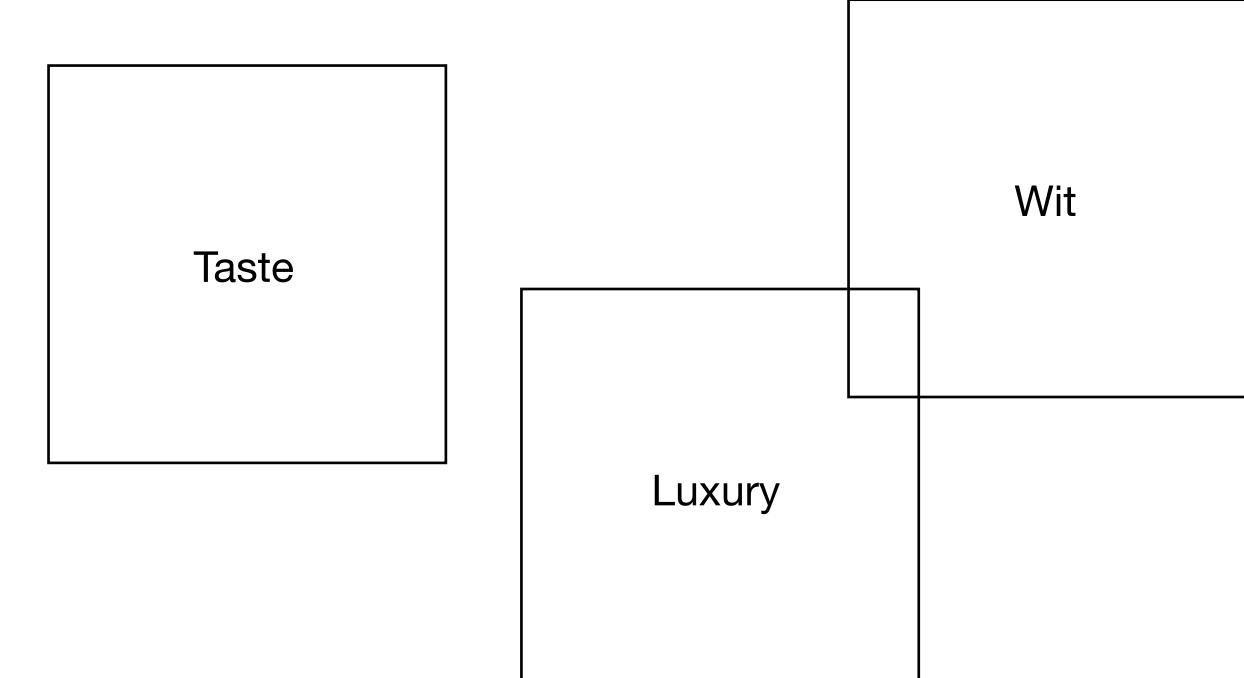
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## BRAND CORE VALUE

The most discerning edit from the world's top designers.

An American luxury department store brand

The most discerning edit from the world's top designers





SELECTED  
LUXURY  
RELIABLE



Brand Core Value  
**THE MOST  
DISCERNING EDIT  
FROM THE WORLD'S  
TOP DESIGNERS**



Good and reliable products that carefully curated by Barneys New York

Visual Concept

**STILL LIFE  
PHOTOGRAPHY**

Brand Expansion Concept

**SELECTED  
LUXURY  
RELIABLE**

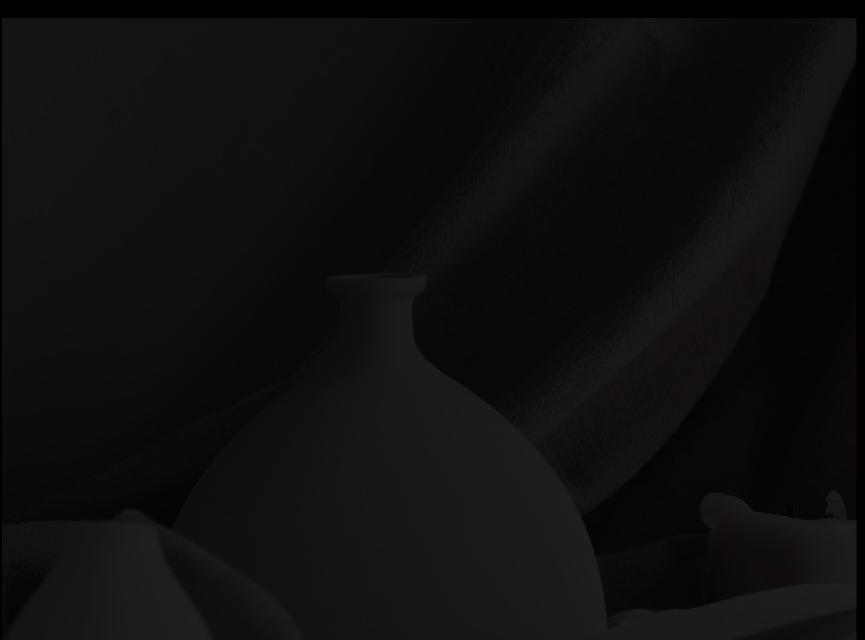
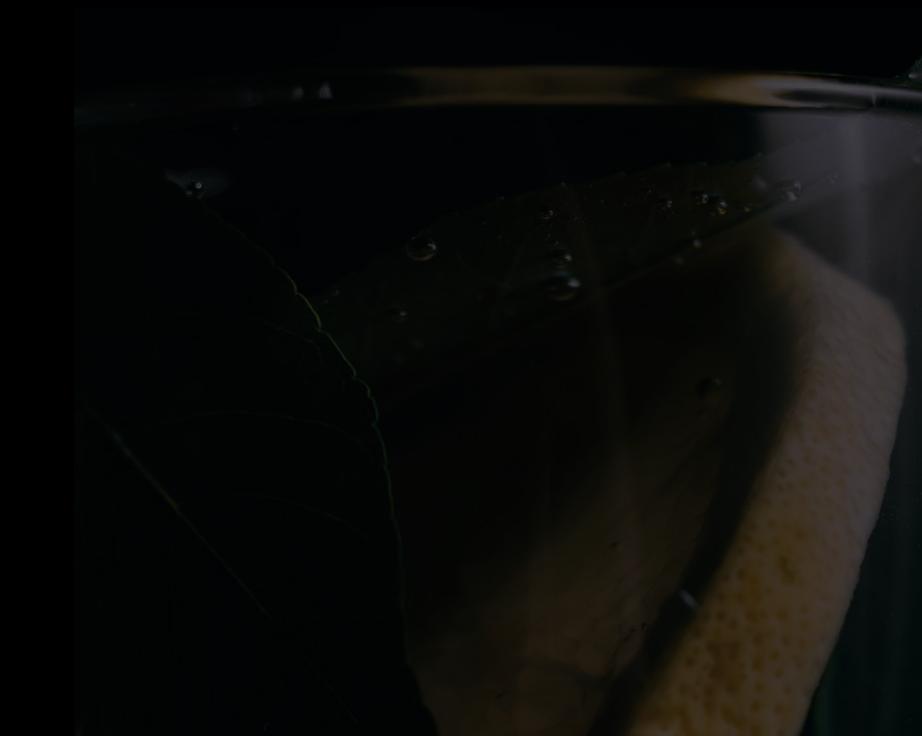
Possible Categories

**FRAGRANCE**



SELECTED / LUXURY / RELIABLE

Barney's New York is a renowned luxury department store brand that operates under the motto "The Most Discerning Edit of the World's Best Designers." Their products are characterised by taste, sophistication, and wit. To build upon these values and maintain a luxurious image, this project proposes an expansion into the fragrance category.





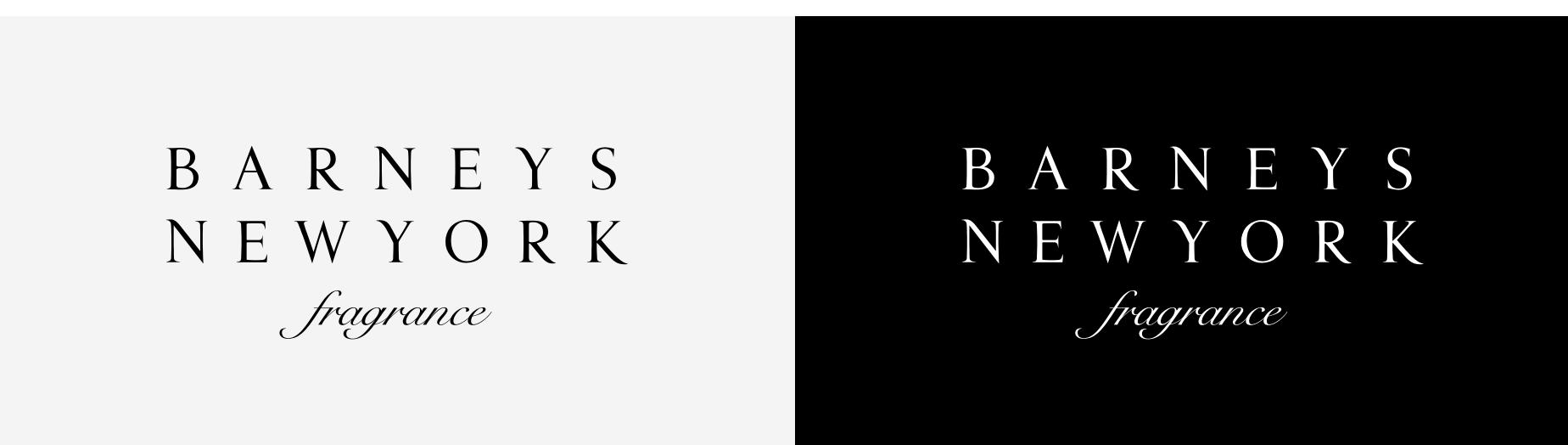
## SEALING WAX AS A SIGNATURE OF QUALITY

Sealing wax is traditionally used to indicate that a letter or document has not been tampered with and to verify the identity of the sender. This concept resonates with how Barney's New York curates its offerings with a careful eye, ensuring authenticity and quality. The graphic motif inspired by sealing wax not only enhances the product's credibility but also contributes to an elevated luxury appearance and feel.

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## LOGO

For licensed products, the combined logo should be used, which is a vertical composition of the original logo and the text of fragrance.



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## SYMBOL

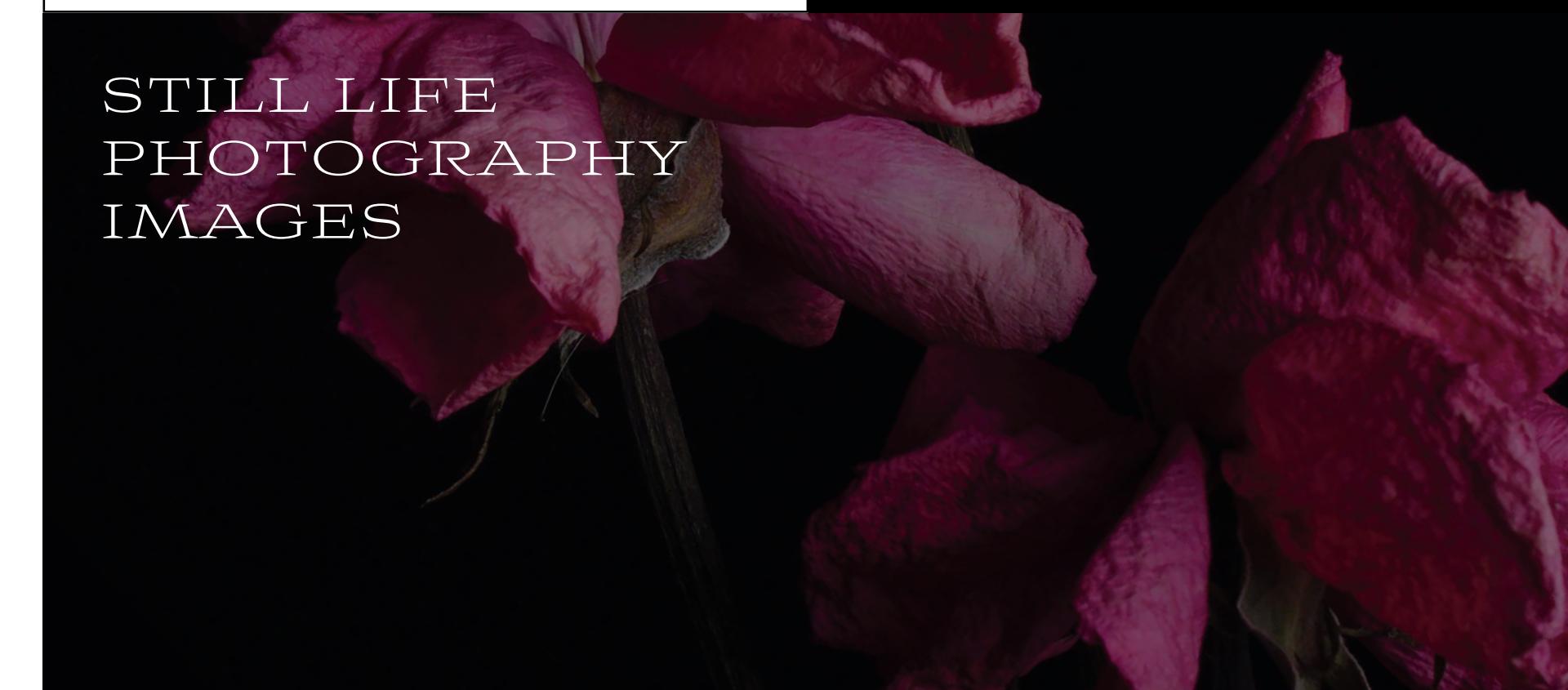
The symbol with a sealing wax motif gives products credibility and form a luxury product look and feel.



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## COLOUR

The primary colour scheme features a monochromatic palette of black and white. This choice of tones, paired with still-life imagery, evokes a sense of luxury while simultaneously enhancing the reliability of the products.



STILL LIFE  
PHOTOGRAPHY  
IMAGES

## TYPOGRAPHY

The thin and angled serif in Aviano wedge regular adds the luxurious atmosphere to the product and gives the product a sense of unity as a distinctive title typeface.

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Aviano Wedge Regular  
For Title

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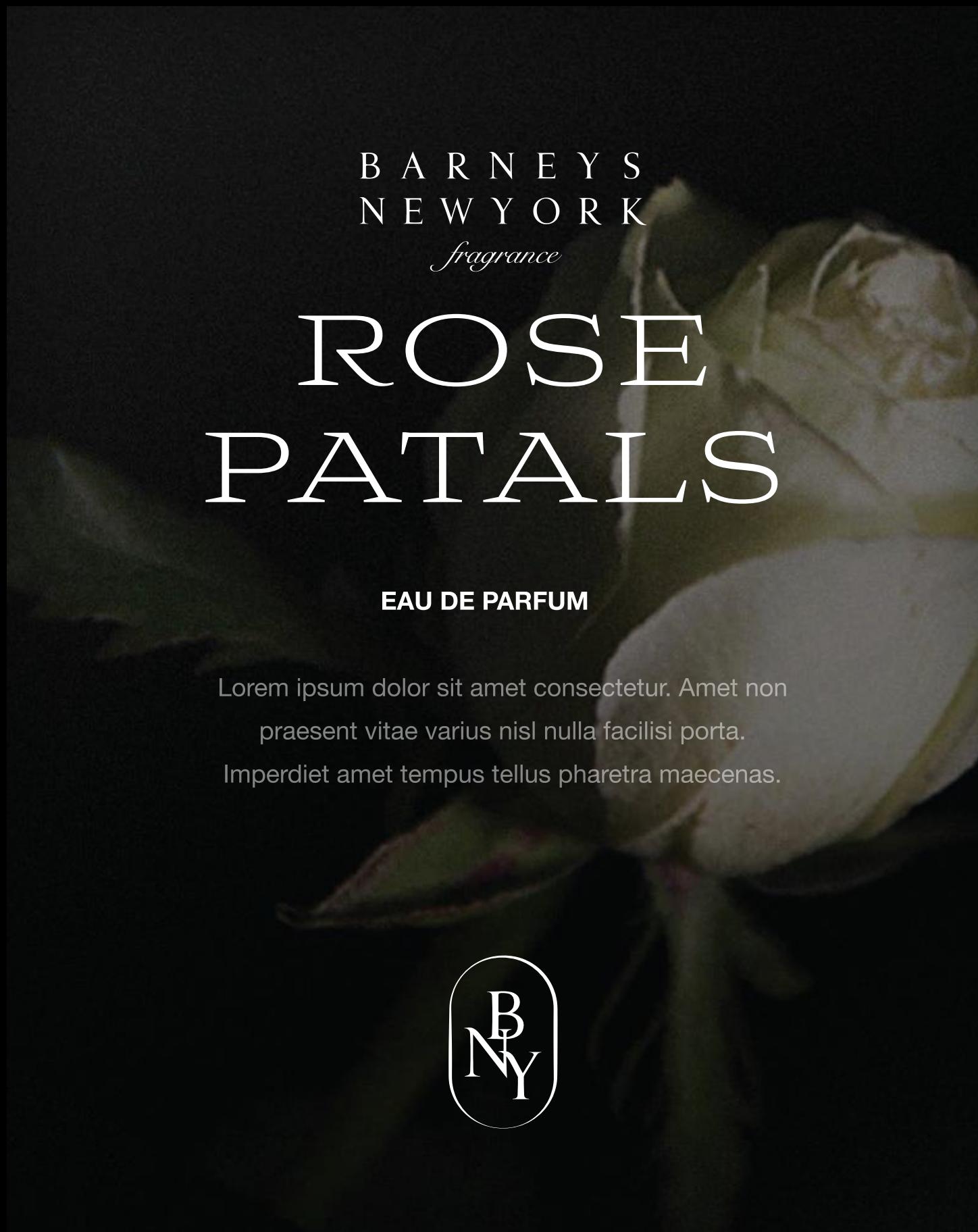
Helvetica Neue Regular  
For Body Text

# AVIANO WEDGE REGULAR

Ismodicaesatestvolor millaut valorroquate simelatus. Aborept atiumqui necus, ut demevellupta valoribusearumequaeritvoluptibus simasetellabidemquedisantur similinvelenihitmaionsequiditatet, teetre, nulpa nestrumexceaquidio voluteum quoidquametendiconserorepeleucusrerumvelliscit, quiat.  
Biseruntautvene porum dolloid entetquioccumnonseremquassuntotam fugiatem quidionsecture, utpedisconecesequis dollab ipidutliquamquiratur sequisquam quatumquatur, sini ut parumquialique requiam, estibus autaquamqui.



Label layout  
on grid



BARNEYS  
NEW YORK  
*fragrance*

# PRODUCT NAME

**PRODUCTTYPE**

Lorem ipsum dolor sit amet consectetur. Amet non  
praesent vitae varius nisl nulla facilisi porta.  
Imperdiet amet tempus tellus pharetra maecenas.



**Perfume**

Eau de parfum 50ml  
Purse spray 10ml

**Homefragrance**

Candle 200g  
Reed diffuser 100ml  
Roomspray 250ml

**Hand care**

Handcream 30ml

BRAND IDENTITY 100%, PACKAGING 100%, MARKETING COLLATERAL 100%  
3D MODELLING/RENDERING 100%

# MISS SO...?

The project revolves around the development of an unique fragrance brand, "Miss So...?", which embodies the spirit of a young woman who approaches life with fierce optimism and passion. This brand is inspired by teenagers who are eager to seize every opportunity and navigate the world with confidence. The aim is to create an affordable yet premium-looking fragrance line that resonates with the target audience's desire for glamour, independence, and self-expression. The "Miss So...?" brand captures the energy and boldness of youth while maintaining a refined and modern aesthetic.

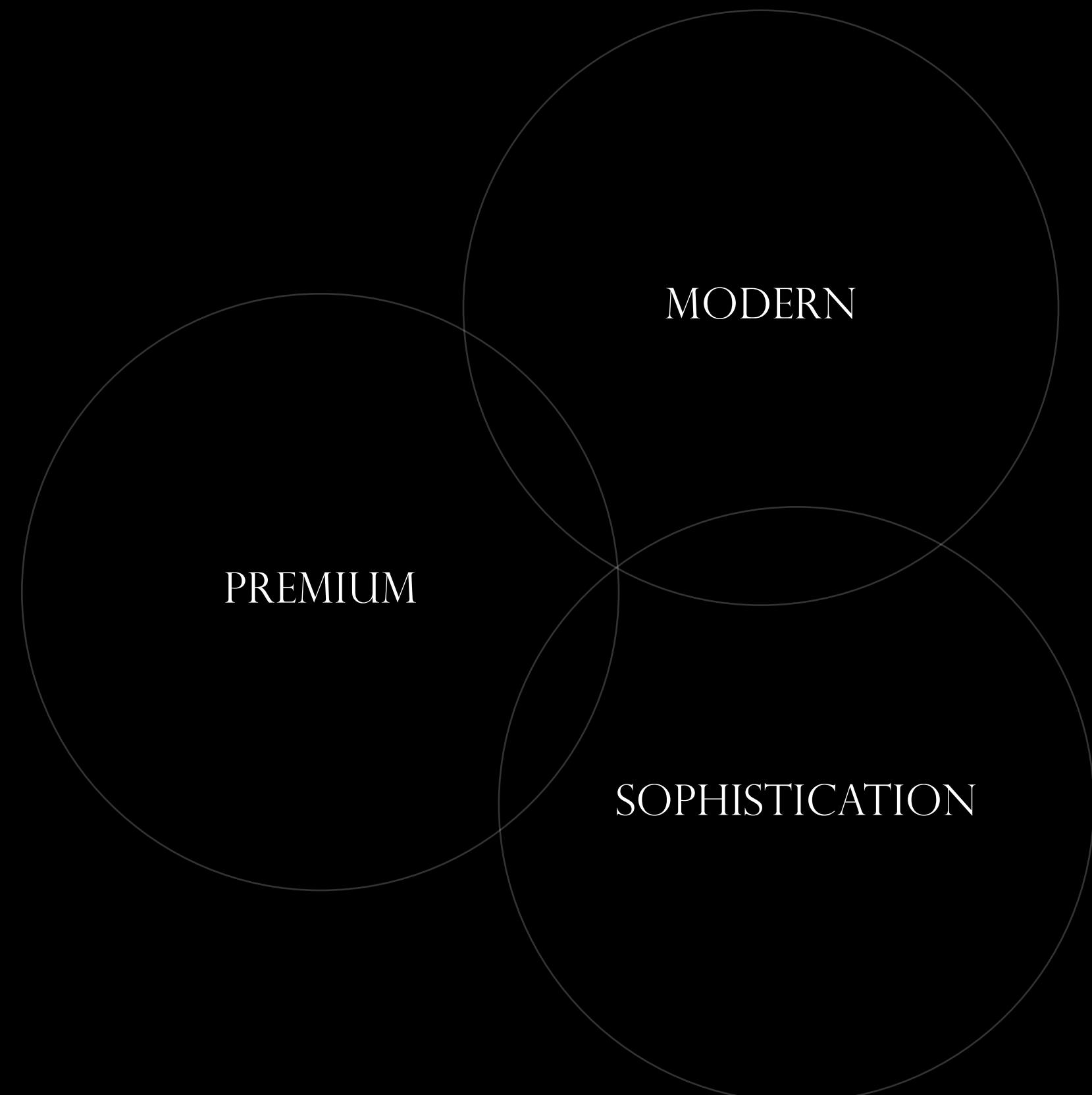


## Team

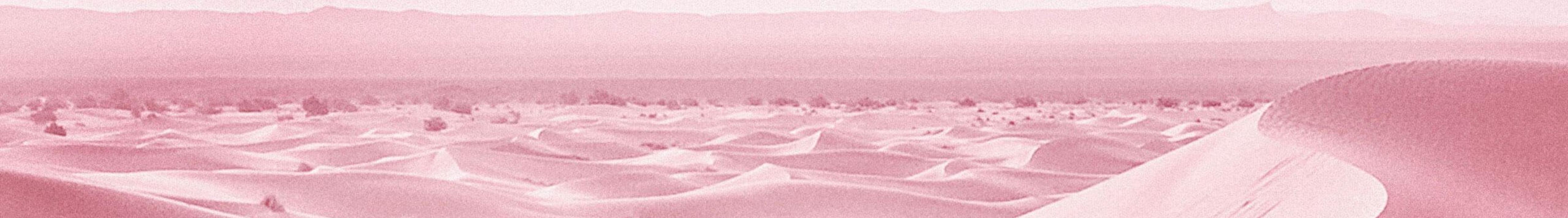
Brand and Packaging Designer (Me)  
Product Manager  
Marketing Manager  
Director

# Glamour and Sophistication for the Modern Teen

The objective is to design an affordable fragrance range that offers a high-end look, connecting with the target audience's desire for glamour, independence, and self-expression. "Miss So...?" captures youthful enthusiasm and boldness, while retaining a sleek and sophisticated aesthetic.



FRAGRANCE INSPIRED BY THE WOMAN WHO SEIZES EVERY OPPORTUNITY IN LIFE WITH FIERCE OPTIMISM AND PASSION. SHE STRIVES FOR SUCCESS AND GLAMOUR. SHE LOVES AND LIVES BY HER OWN RULES. SHE IS MISS SO...?



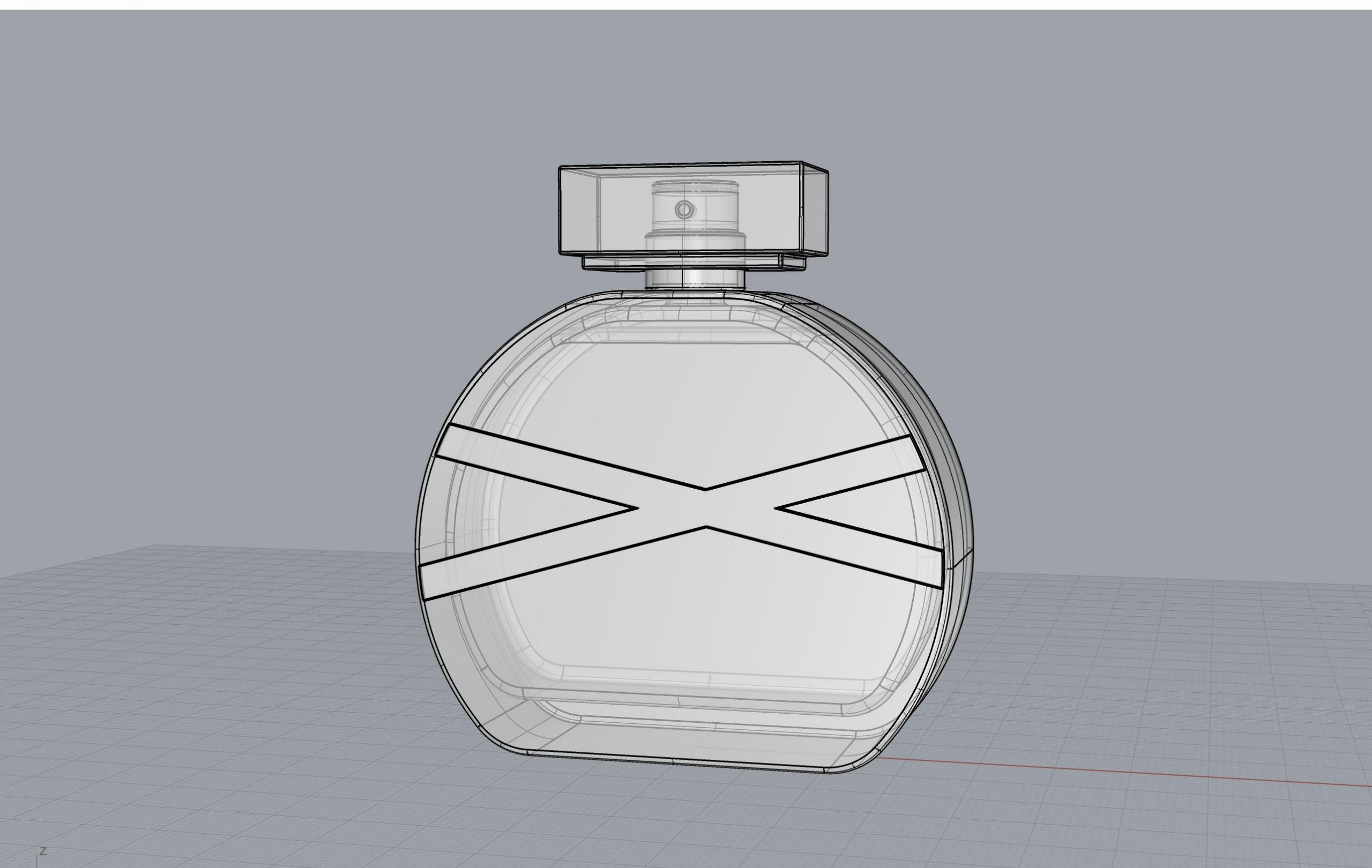
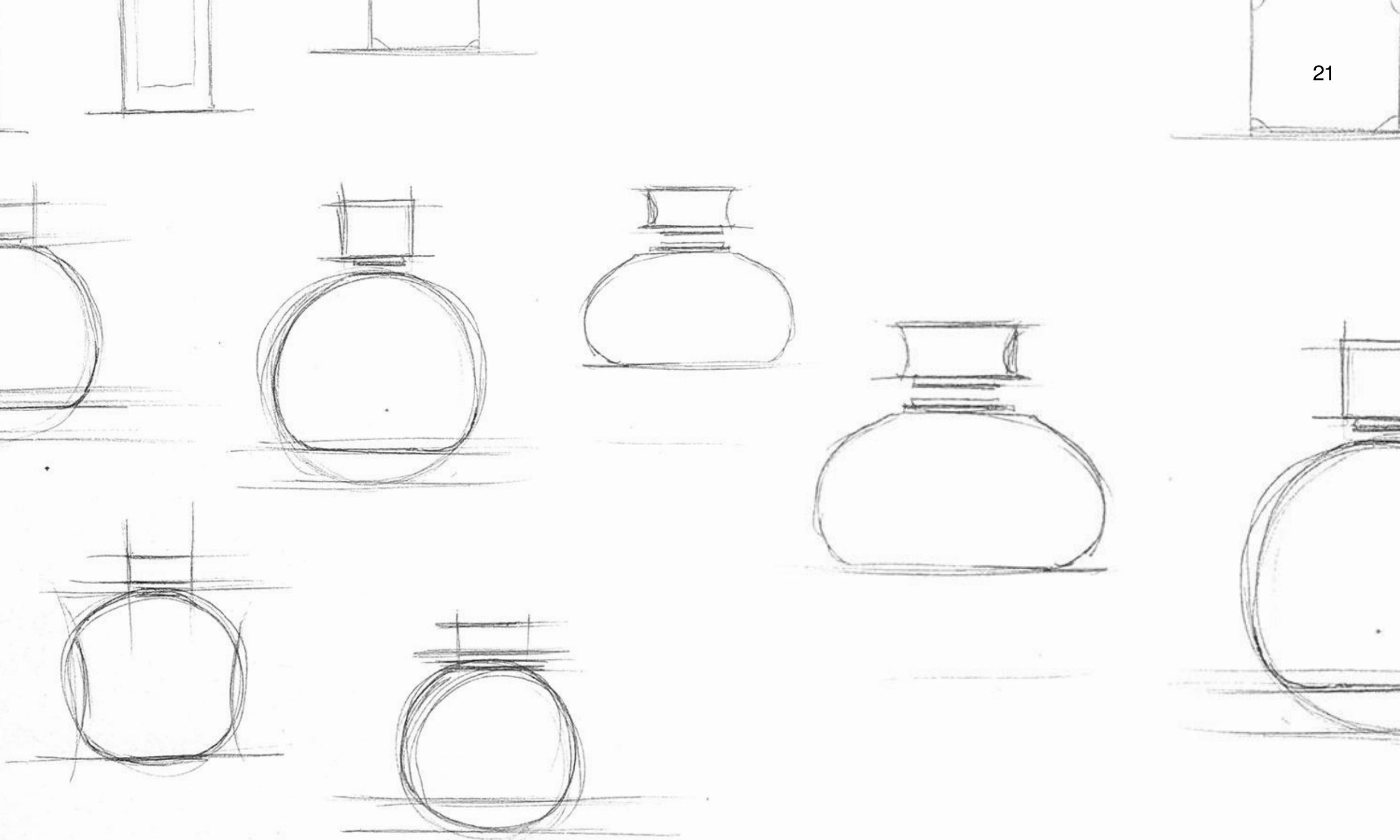
# The Black Ribbon: Embodying Elegance

The ribbon stands as a symbol of elegance and upscale quality.  
It captures the essence of sophistication, mirroring the brand's dedication  
to offering a chic and luxurious experience.



# The flat-bottomed oval shape bottle

The flat-bottomed oval shape of the bottle was chosen to evoke a luxurious feel, merging contemporary style with classic elegance. Its unique shape exudes a sense of sophistication, reinforcing the premium aesthetic of the product.





**LOVE POTION**  
EAU FRAICHE

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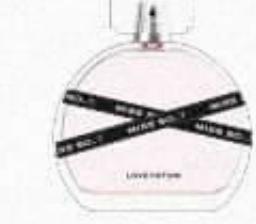
WILD BERRIES & JASMINE



ISS SO...? MISS MISS SO...?  
O...? MISS SO...? MISS SO...?  
MISS

50ml • 1.7 fl. oz

*Live & Love*



**LOVE POTION**  
EAU FRAICHE

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**INGREDIENTS:**  
Alcohol Denat., Aqua (Water, eau),  
Parfum (Fragrance), Benzyl Salicylate, Hydroxycitronellal,  
Benzophenone-2, Limonene, Coumarin, CI 17200 (D&C  
Red 33), CI 19140 (D&C Yellow 5).



ISS SO...? MISS MISS SO...?  
O...? MISS SO...? MISS SO...?  
MISS



**CAUTION:** Flammable until dry.  
Do not use near fire, flame or heat.

**MISE EN GARDE:** Inflammable jusqu'à ce qu'il soit sec.  
Ne pas utiliser près du feu,  
des flammes ou de toute autre source de chaleur.

**FLAMMABLE / INFLAMMABLE**

**SO...?**  
London New York Geneva  
London SW1H OBL England  
[www.sofragrance.com](http://www.sofragrance.com)  
Made In R.O.I / Fabriqué en R.O.I







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

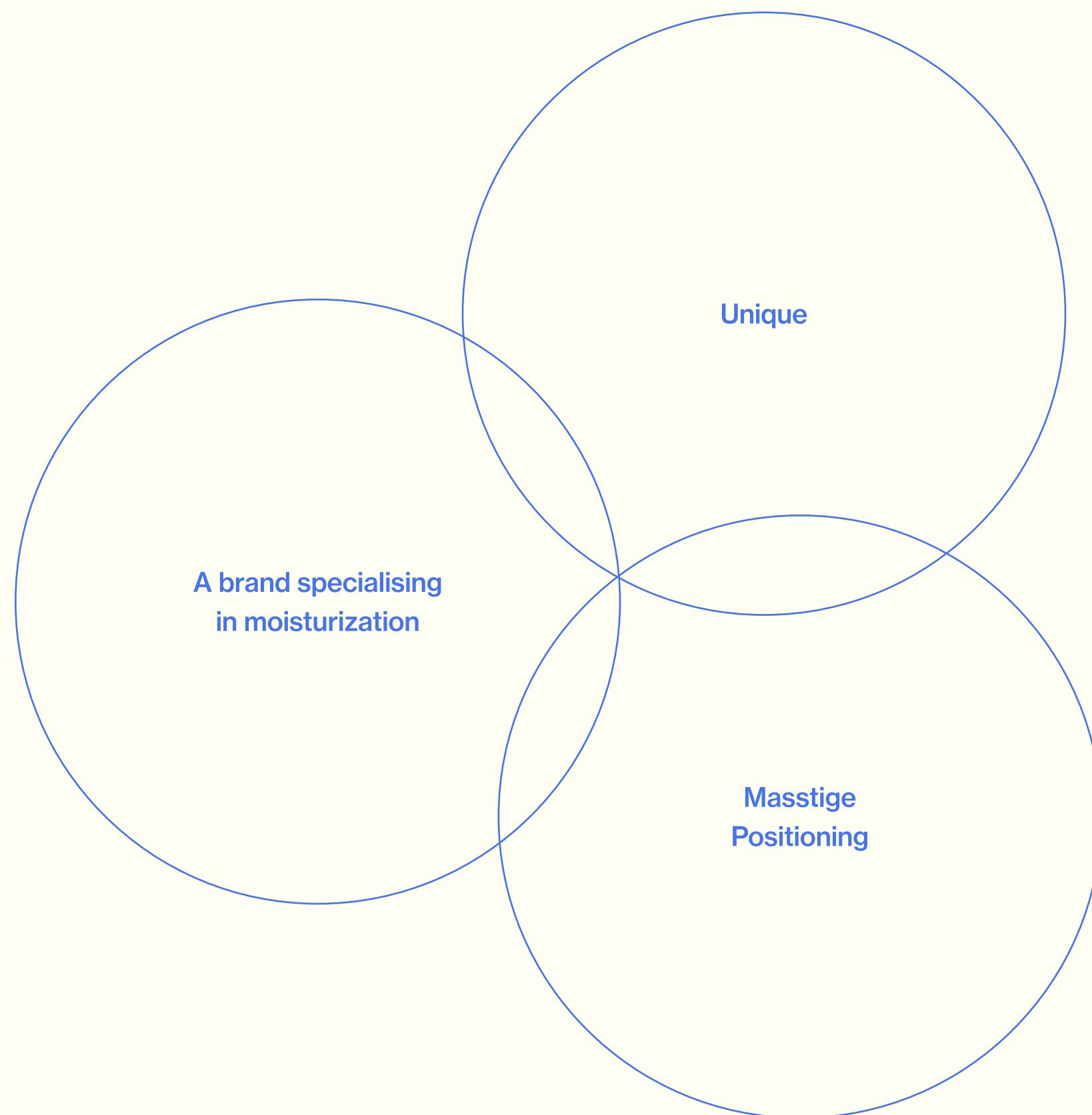
Brand and Digital Product Designer (Me)  
Product Development Manager  
Director



# 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

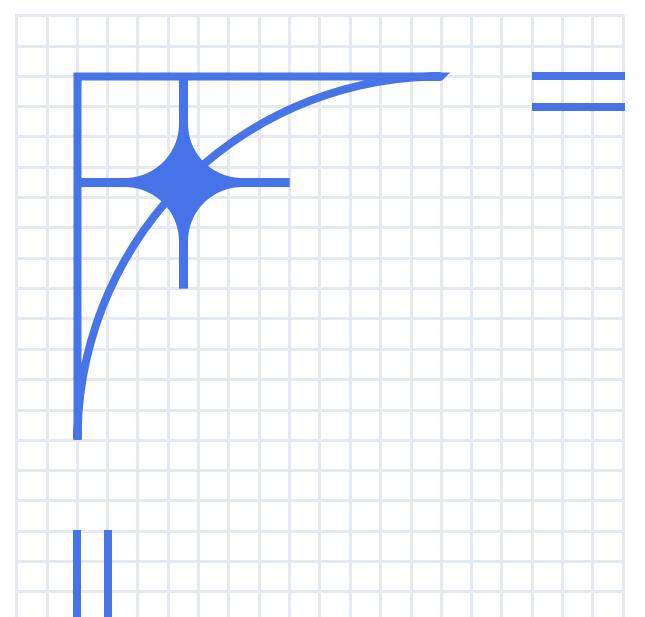
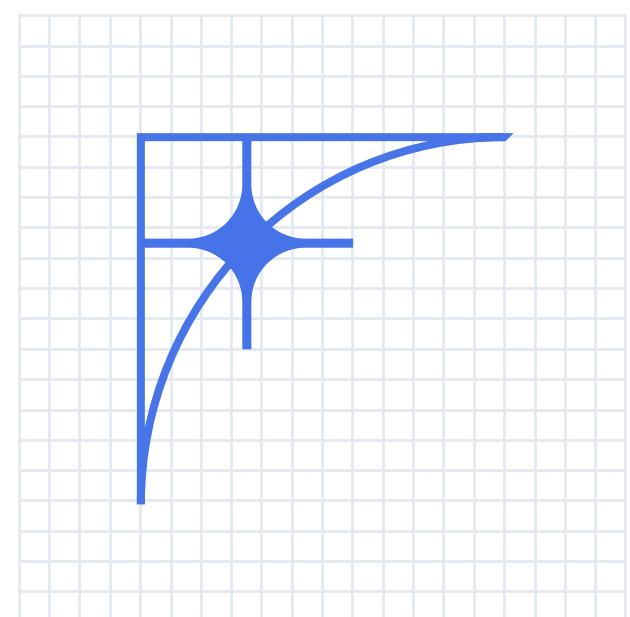
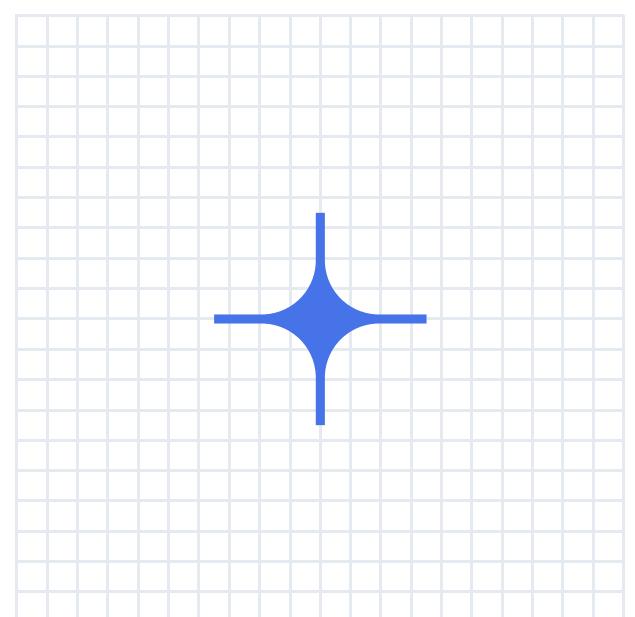
**Brand Concept**

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.

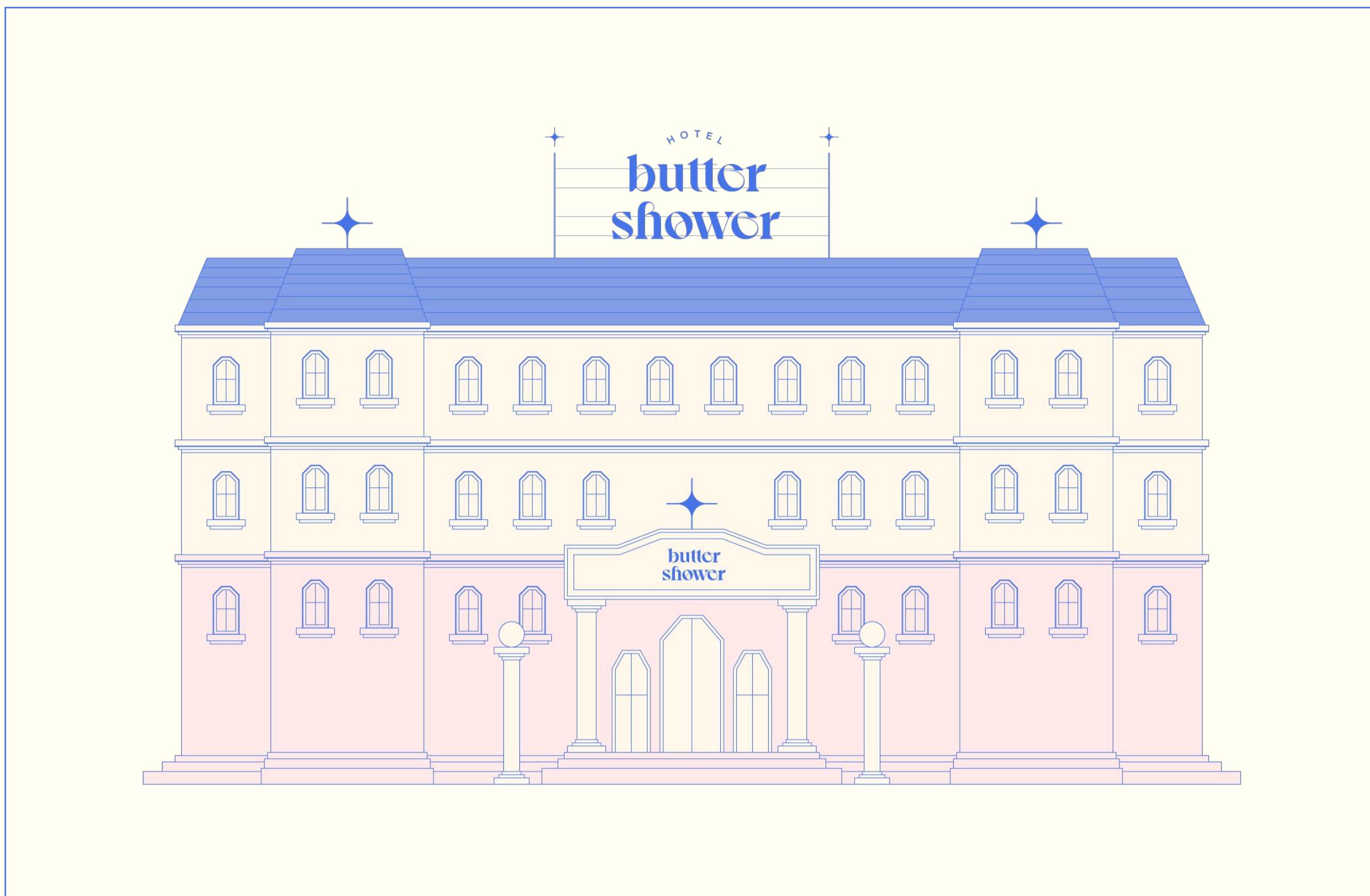


# Logo

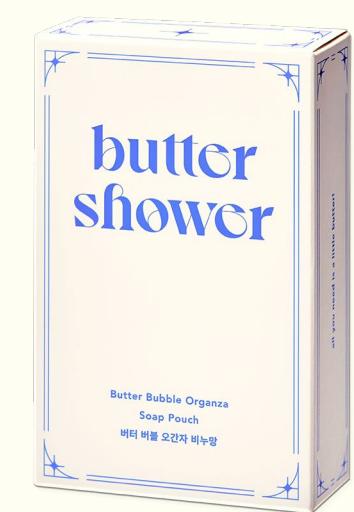
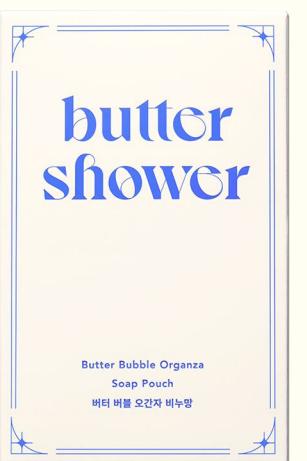
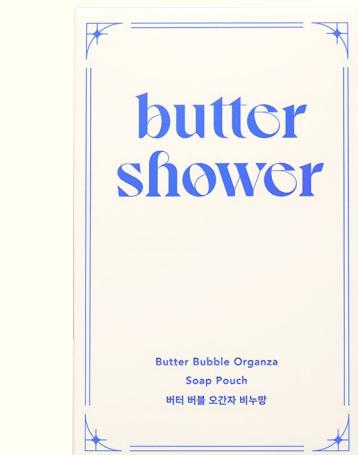
The logo was crafted using a typeface that mirrors the aesthetic of the key visual. Decorative accents were added to the letters 'b' and 'o' to infuse an Art Deco flair while subtly evoking the imagery of soap bubbles, further emphasising the bath product theme.

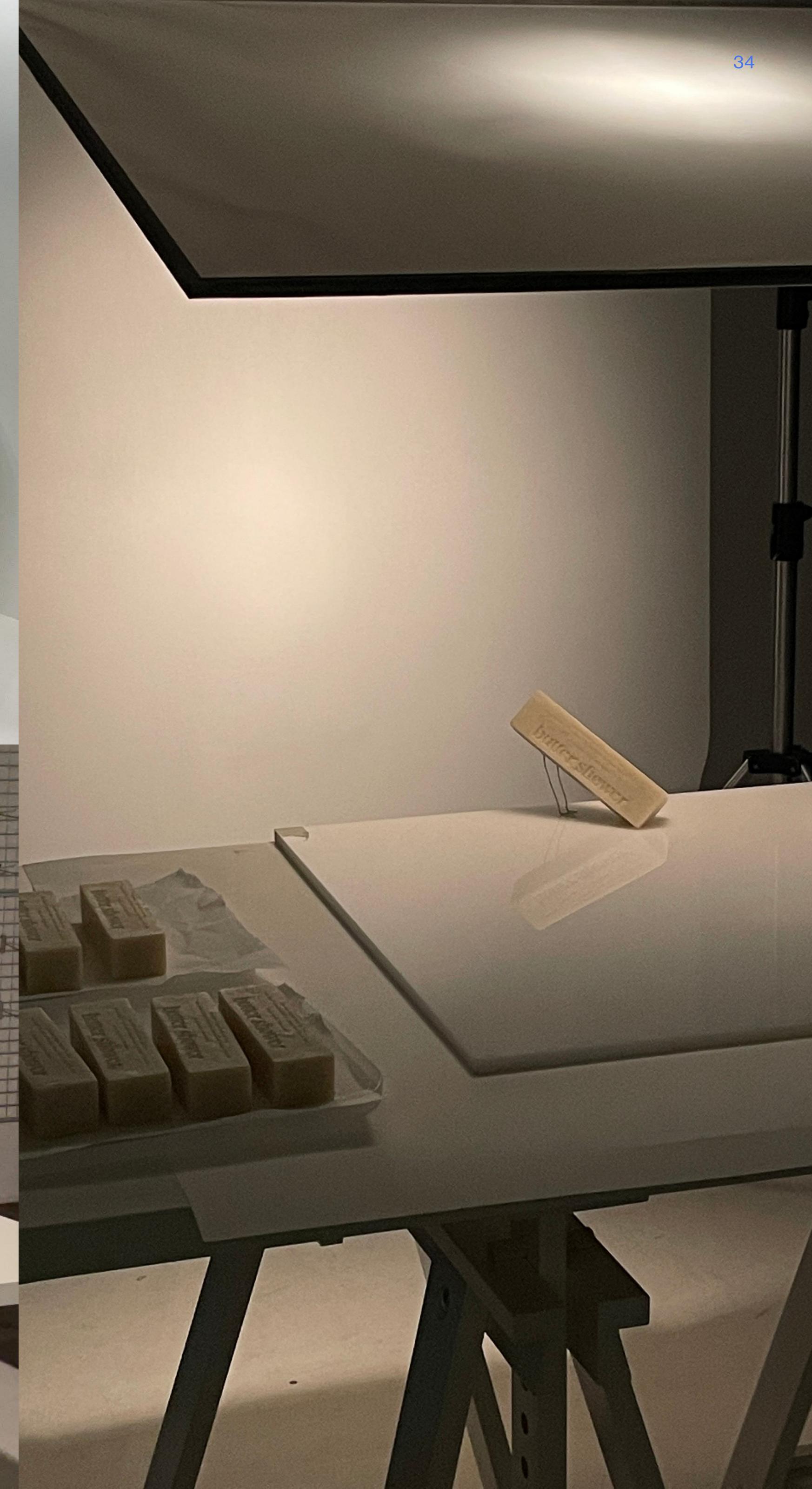
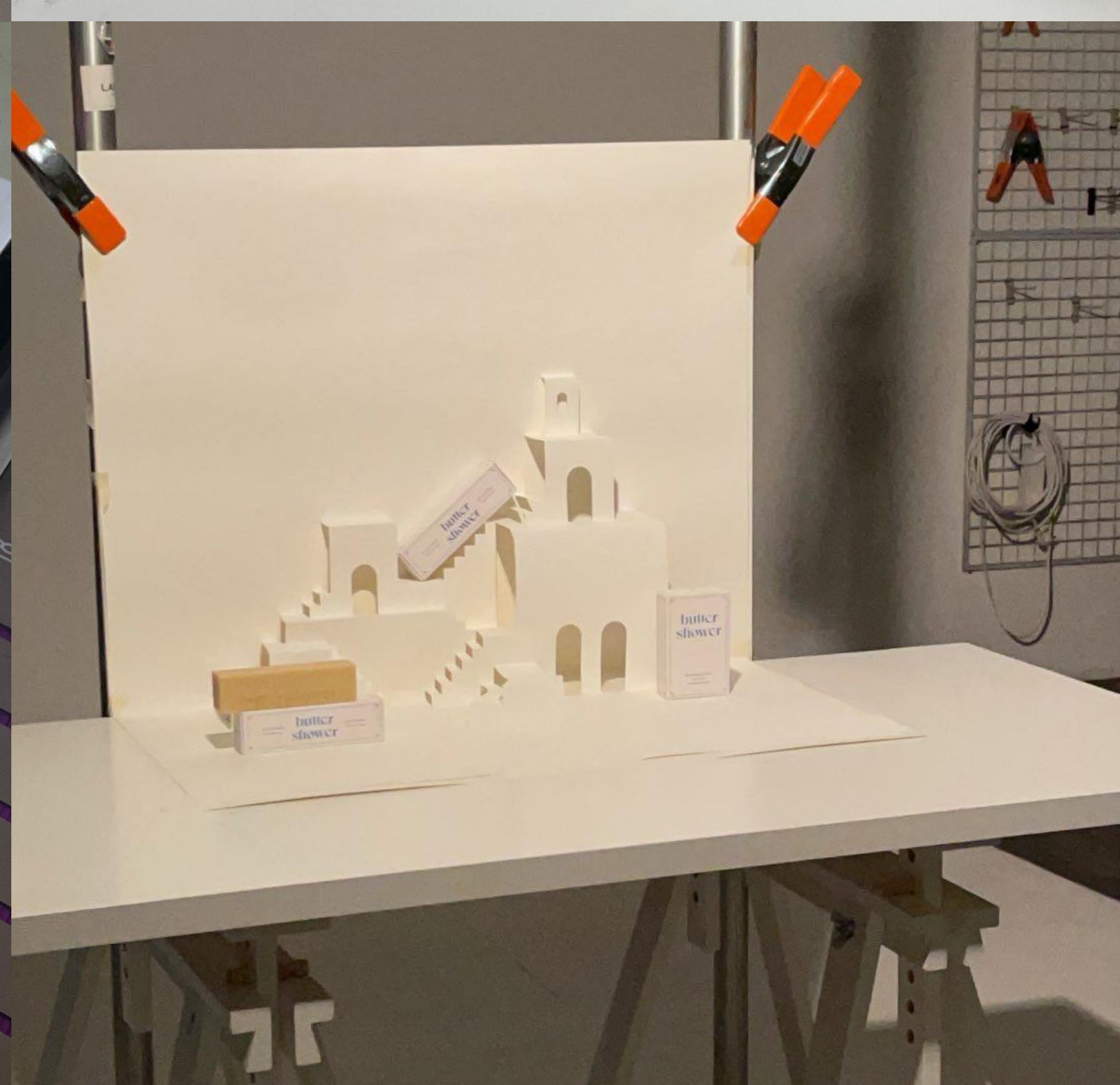
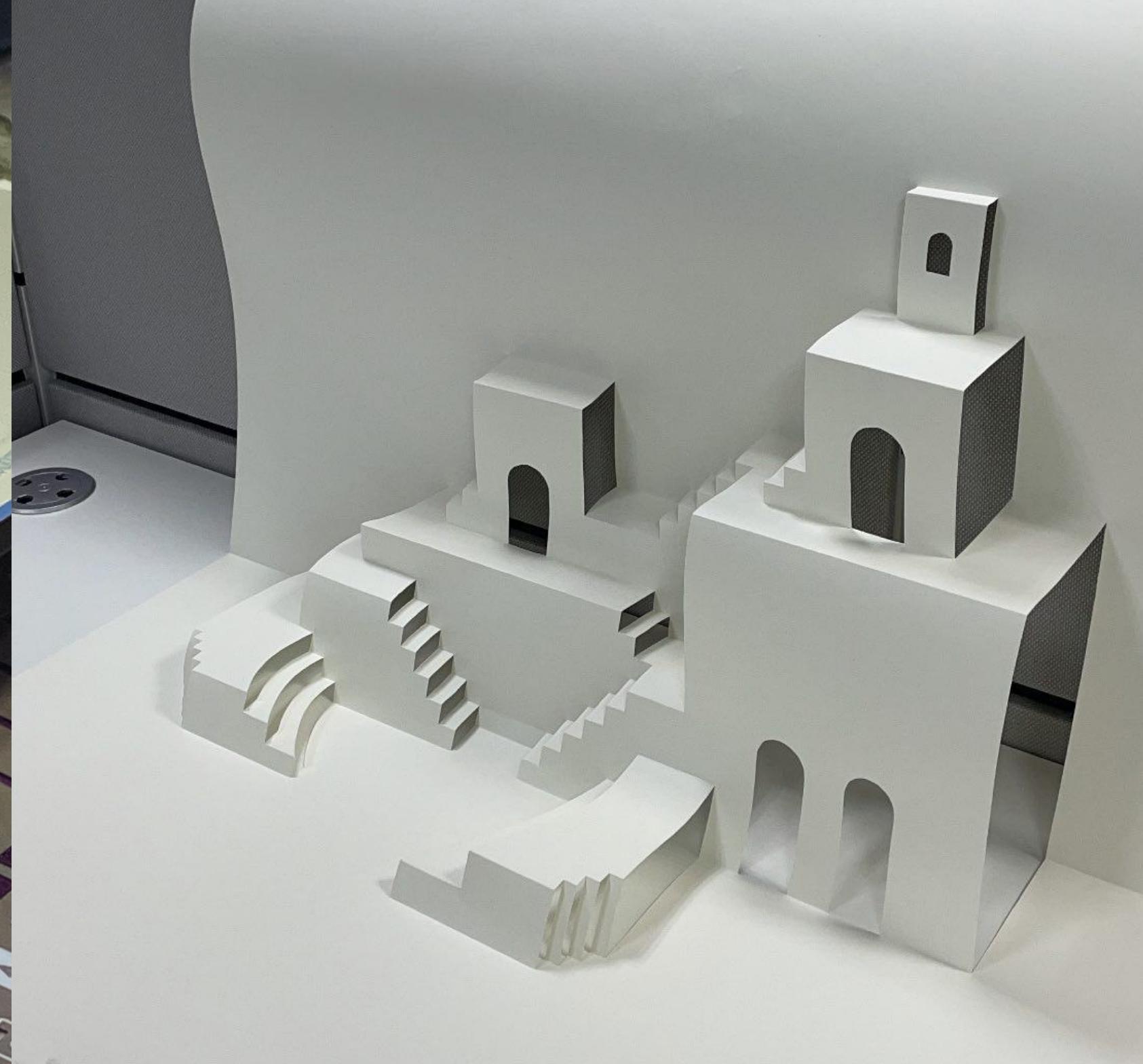
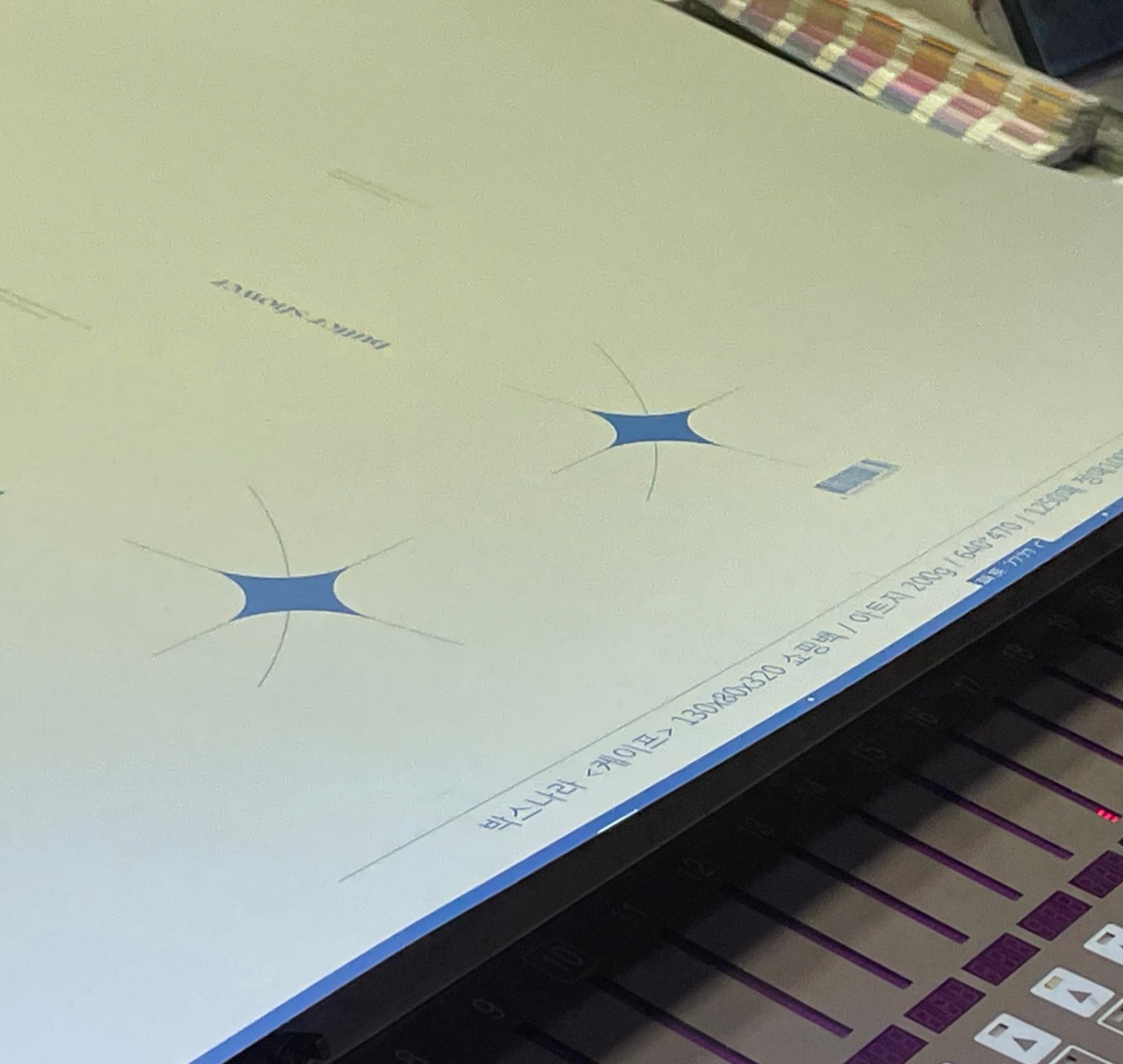
butter  
shower

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.









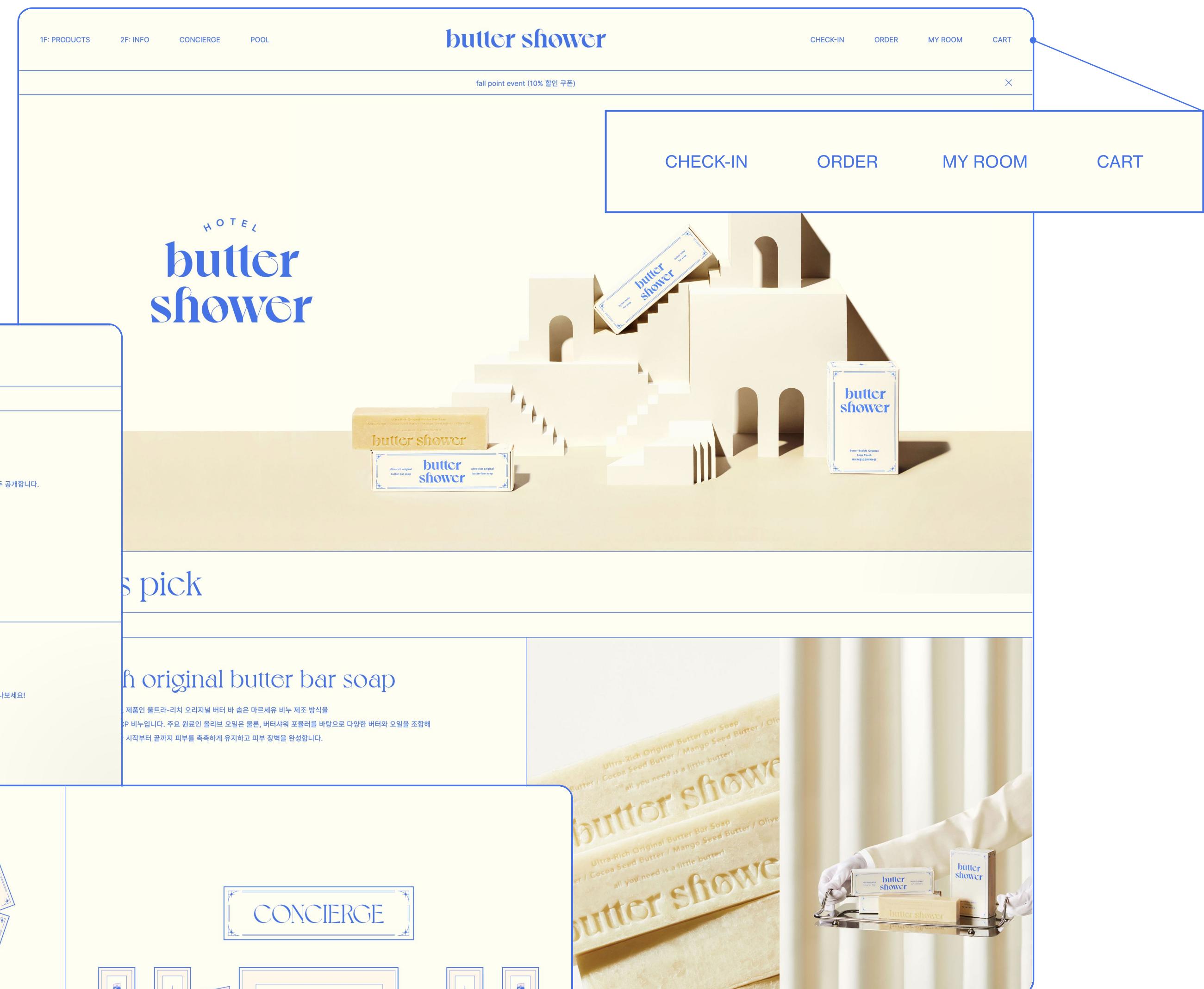


### Hotel-Inspired Page Name

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.

The diagram illustrates a website structure with the following sections:

- Header:** butter shower
- Navigation:** 1F: PRODUCTS, 2F: INFO, CONCIERGE, POOL; CHECK-IN, ORDER, MY ROOM, CART
- Content Areas:**
  - about:** Includes a building illustration and Korean text: "버티샤워 이야기".
  - 1F: products:** Includes a "butter shower" logo and Korean text: "버티샤워는 고유합니다. 버티샤워 포뮬러로 완성된 다양한 악건성 피부타입 버티샤워 제품입니다.".
  - 2F: information:** Includes Korean text: "버티샤워는 투명합니다. 제품 공정, 원료선택과 디자인까지 모두 공개합니다.".
  - sets:** Includes Korean text: "버티샤워는 생각합니다. 여러 제품을 합리적인 가격에 만나보세요. \*기프트 세트도 준비되어 있습니다."
  - SNS:** Includes Korean text: "버티샤워는 소통합니다. 문의 계시판과 상담톡으로 belllo를 만나보세요!".
  - bello:** Features an illustration of a bellboy and Korean text: "안녕하세요! 호텔 버티샤워의 별보이 벨로입니다. 필요한 게 있다면 언제든지 편하게 저를 찾아주세요.".
  - 3000P:** Shows three product boxes labeled "3000P" and Korean text: "신규 회원 가입 적립금, 친구 추천 적립금, 구매 적립금 등이 지급되며 생일을 맞으신 경우 생일 축하 쿠폰이 지급됩니다. 멤버십 혜택 관련 자세한 사항은 아래 링크를 높려주세요.".
  - CONCIERGE:** Features an illustration of a concierge desk with a bellboy and Korean text: "회원 혜택 보기".



### 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.

# Snoopy's Mystery Box

"Snoopy's Mystery Box" merges the beloved charm of Snoopy with the excitement of golf. This unique gift set features a delightful Snoopy figure alongside golf balls, enhancing the thrill of collecting through an element of surprise. The design uses circles symbolising both a golf ball and a telescope's view, with blurred effects suggesting movement and intrigue. Presented in a sleek, minimalist style with elegant black lines on a white background, this project conveys a high-end aesthetic that appeals to golf enthusiasts and fans of all ages, enriching their experience with joy and anticipation.

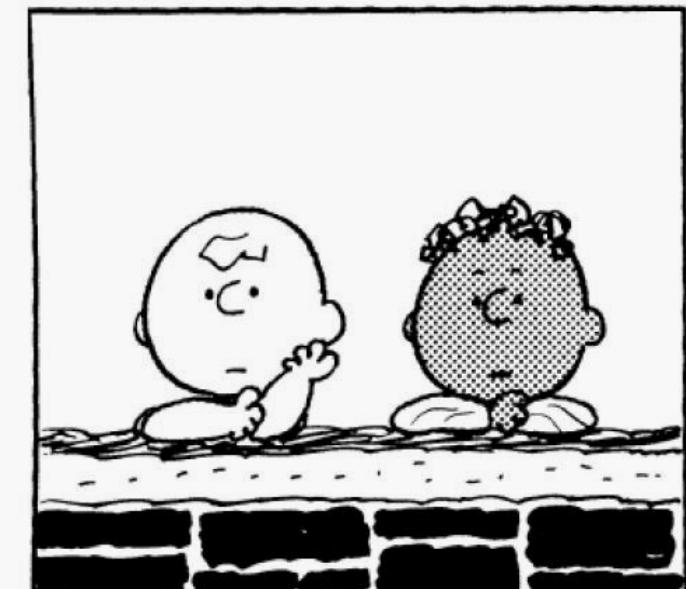
## Team

Brand Designer (Me)  
Brand Management Manager  
Director



## Everyone's favourite character of all age

With its charming playfulness and occasional philosophical undertones, Snoopy has become a character beloved by all ages, inspiring a sense of hope and joy. This universal appeal allows for a wide range of collaborative possibilities.



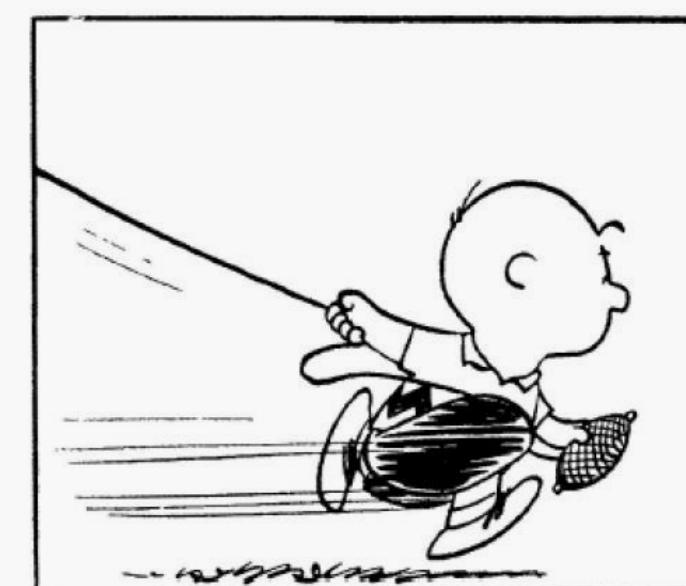
Philosophical



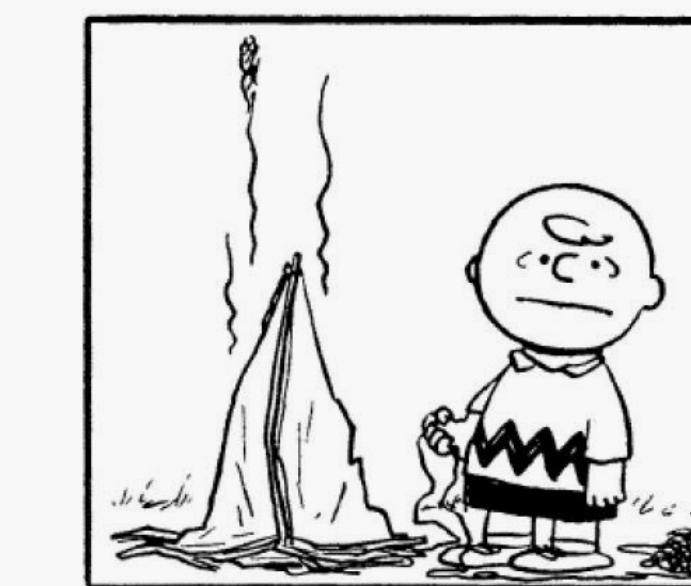
Crazy



Tender



Hopeful



Desperate



Cute



Wacky



Fun



Fearless

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**Brand Expansion Concept  
with the 'Secret Agent' asset**

The collaborative gift set could include items such as custom golf balls, tees, markers, and possibly limited-edition golf apparel or accessories, all featuring Snoopy-themed designs. The "Secret" aspect could be integrated through surprise elements or collectibles within the set, enhancing its appeal for both collectors and casual fans.

**Concept:  
Snoopy's Mystery Box**

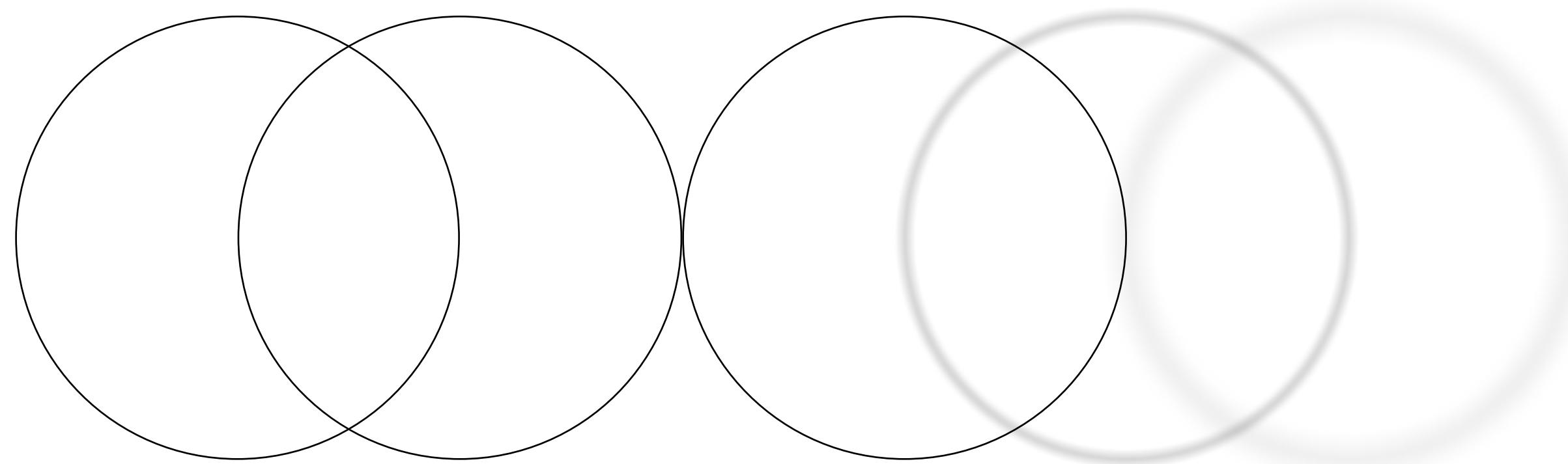
This gift set concept features a Snoopy figure along with golf balls. The mystery of its contents creates anticipation, surprise, and enjoyment for customers, making the process of collecting even more exciting.



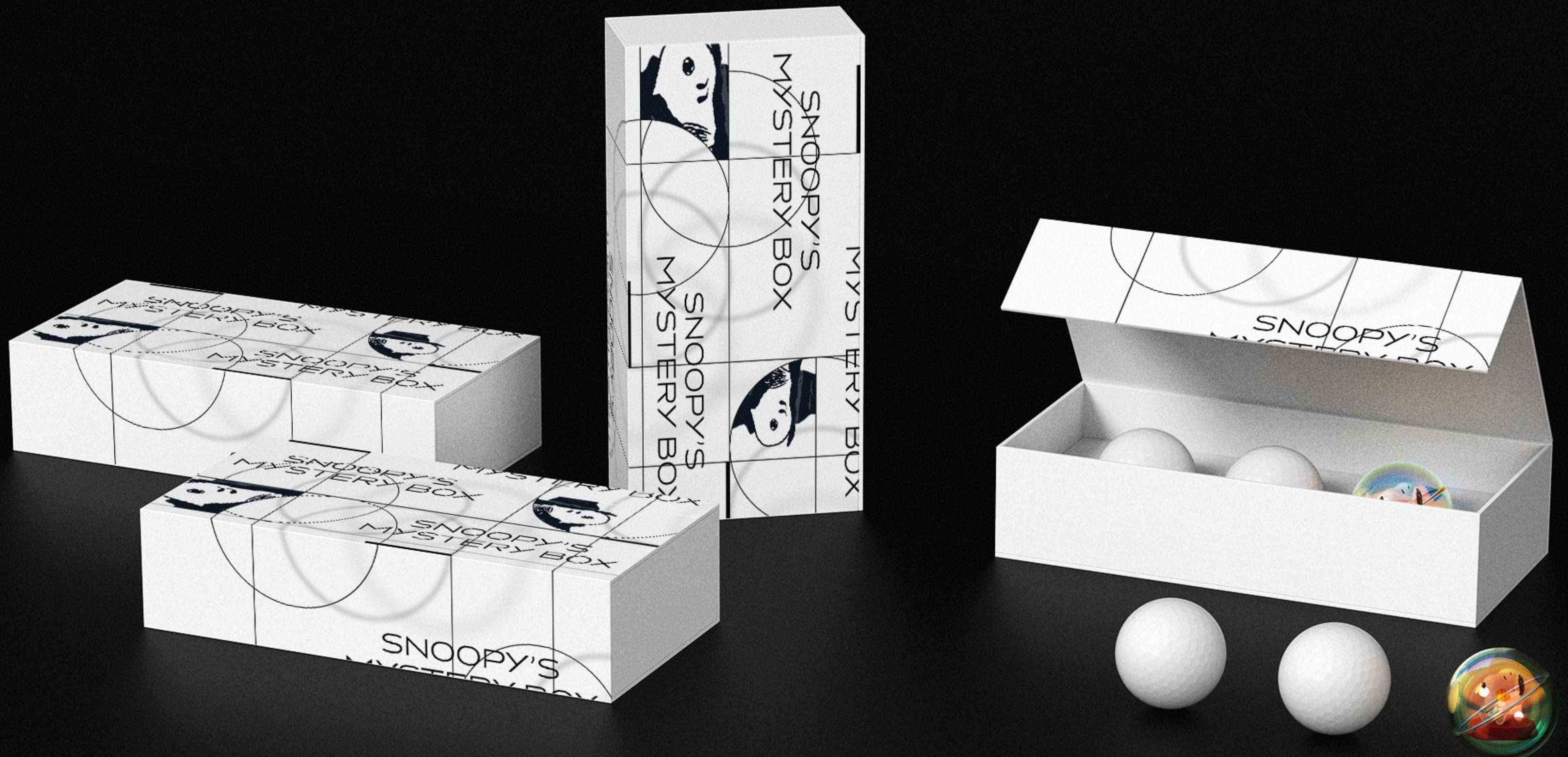
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**A Contemporary Representation  
of Mystery**

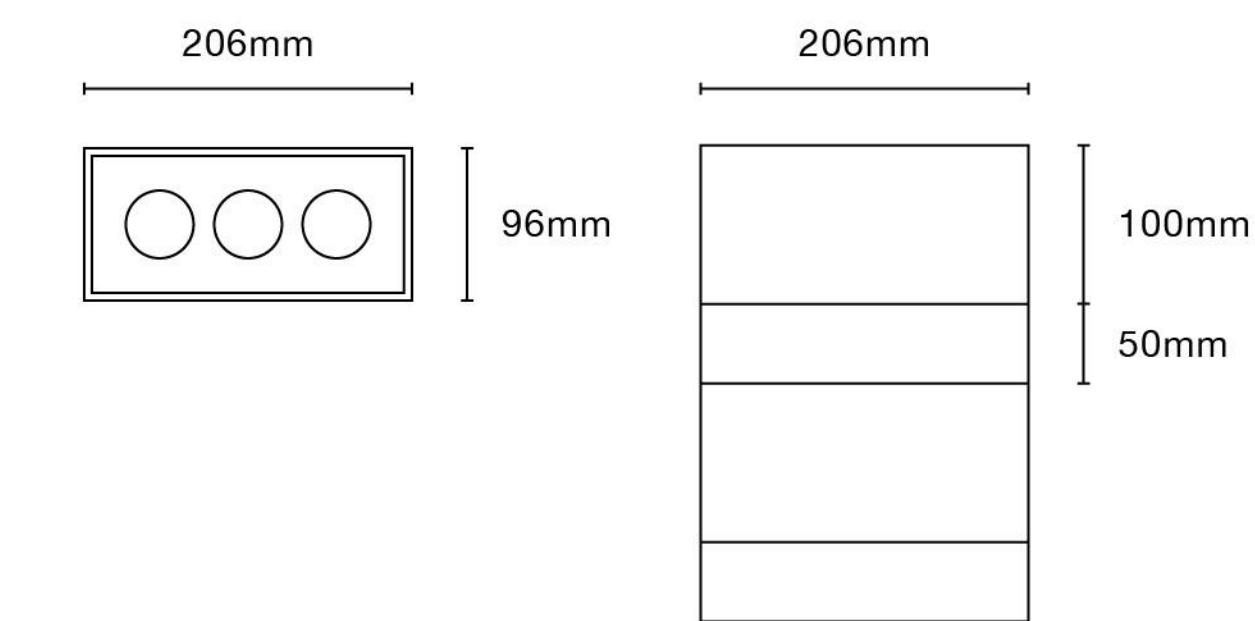
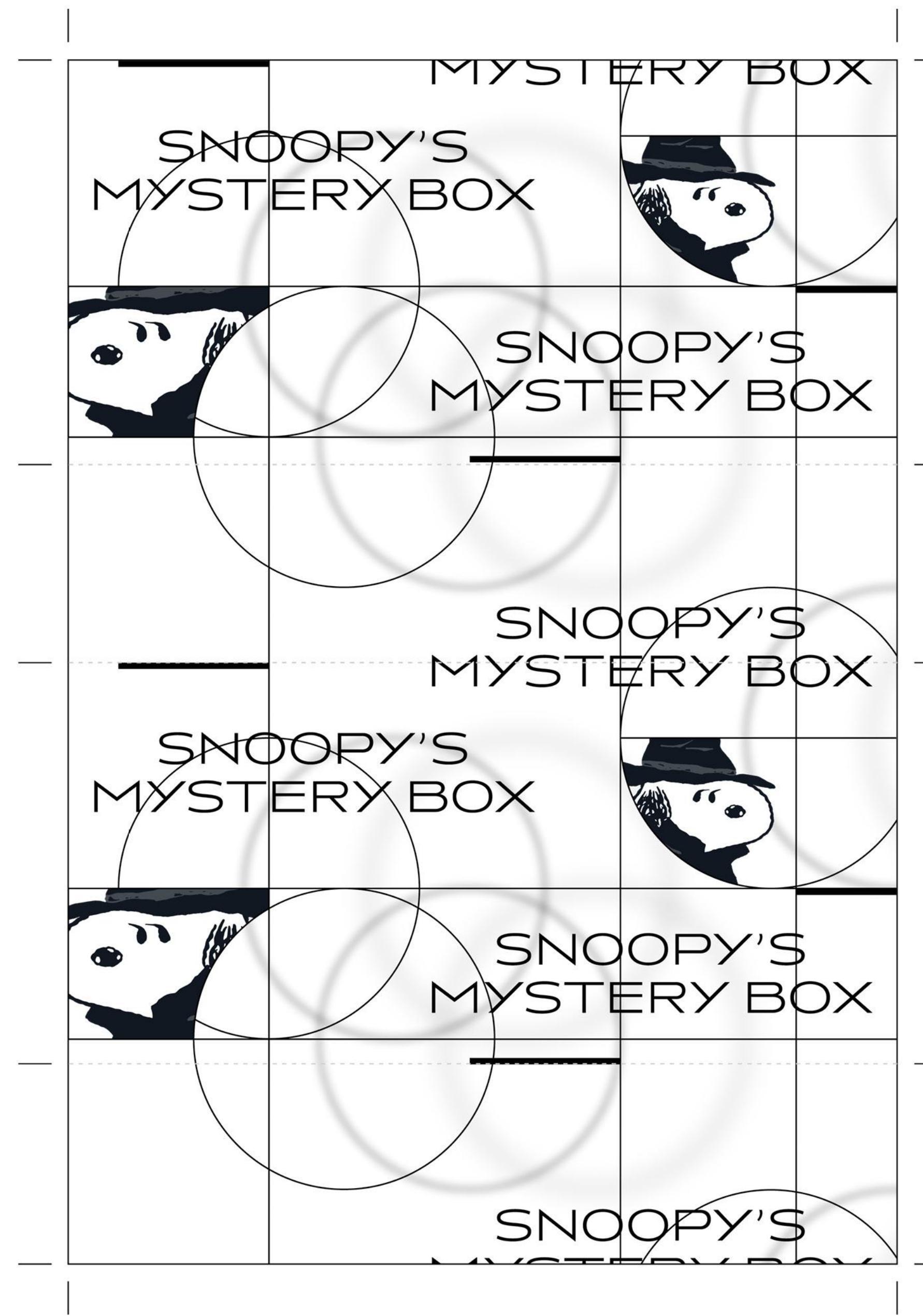
The circle symbolises both a golf ball and the view through a telescope. The blurred circles capture the movement of a rolling golf ball, while also imparting a sense of intrigue and mystery. To convey a high-end and modern aesthetic suitable for the golf brand, the design is presented in a minimalist style with black lines on a white background.











PACKAGING



**THANK YOU FOR YOUR TIME AND CONSIDERATION.  
FOR MORE PROJECTS, PLEASE VISIT THE LINK BELOW.**

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