EURIE KIM

435 Grand Avenue, Apt. 4E • Brooklyn, NY 11238 • 917-767-2790 • hi@eurie-kim.com
Portfolio: www.eurie-kim.com

PROFILE

High achieving professional with a career marked by success in creative direction and design. Leverage leadership abilities, strong global perspective, and expertise to create the vision, effectively position the brand, and execute creative operations across print, mobile, web, and social platforms. Well-versed in all aspects of the creative process and leading high-performing, geographically dispersed teams to succeed from concept to completion. Skilled in setting objectives, putting inspired thoughts into action, maximizing resources and productivity, and ensuring on time and on target deliverables. Fluent in English, Korean, and Mandarin-Chinese.

- Creative Design/Direction
- Product Development Process
- Team Leadership/Collaboration
- Client Relationship Management
- Art Direction/Implementation
- Visual Design/Content Design
- Creative Content Strategies
- Performance/Productivity Tracking
- Branding Strategies
- Marketing Management
- Business/Trend Analysis
- Strategic Planning/Implementation

PROFESSIONAL EXPERIENCE

WALMART.COM – HOBOKEN, NJ — 07/2019-PRESENT

CREATIVE DIRECTOR (HOMEPAGE EXPERIENCE), 02/2020-PRESENT
Lead creative direction and manage team operations of Walmart homepage content and digital experience.

CREATIVE DIRECTOR (BEAUTY), 07/2019-02/2020
Led design and creative direction of Walmart Beauty e-commerce content across mobile, web, email marketing and paid media. Managed in-house team and coordinated with agencies to execute best-in-class cohesive user experience.

NOTABLE ACHIEVEMENTS

- Improved workflow and creative operations to foster end-to-end design-thinking, from concept to execution.
- Developed Walmart Beauty Creative Guidelines, collaborating with photo, editorial, and design partners.

KEY ACCOMPLISHMENTS

- Redesigned user experience and visual design of Walmart Beauty landing and category pages resulting ~20 bps increase in click-through engagement.

JET.COM – HOBOKEN, NJ — 09/2014-PRESENT

CREATIVE DIRECTOR, 01/2016-PRESENT (PROMOTED FROM ASSOCIATE CREATIVE DIRECTOR 02/2017)
Establish objectives and manage creative direction, design, and voice of branded and co-branded content for mobile, web, and social platforms including Facebook, Instagram, Snapchat, and Pinterest. Devise and implement creative workflow and direct all aspects of creative operations, with a focus on meeting rapidly changing business objectives. Produce and manage art direction on photoshoots, constructing visual stories that underscore Jet's retail and social content. Collaborate with marketing, social media, and product executives to impart brand cohesion across consumer touchpoints. Develop and design high impact retail content visuals that align with global merchandising trends.

NOTABLE ACHIEVEMENTS

- Led team of 30, including art directors, designers, writers, producers, photographers, editors; and work in close collaboration with product design teams to strengthen end-to-end experience through creative storytelling, photo and video production, visual systems, iconography, user experience, and interactive design for mobile and web.
- Identified, recruited, and mentored top freelance and in-house designers, copywriters, photographers, animators, and video editors to build and retain world-class team for creative content strategy and production.

KEY ACCOMPLISHMENTS

- Re-launched Jet brand experience in 123 days, while maintaining creative operations of $400 million business.
- Contributed to a highly successful Black Friday 2016 that generated gross merchandise value (GMV) of $8.1 million, surpassing previous best of $2.6 million. Generated 64,000 orders and attained a $120 average order value. Directed design and ensured visual alignment of holiday and deals campaign across the site, native app, and social media channels. Managed production schedule and timely execution of creative deliverables, working closely with production and retail teams.
- Generated a 20% increase in workflow by developing a high-performing and versatile design team from ground-up and effectively managing agency freelancers.

Professional Experience (Continued)

DESIGN DIRECTOR, 09/2014-01/2016

Set design direction and led development of customer-facing product and marketing collateral. Oversaw creative aspects of product and marketing in branded campaigns. Devised and implemented a creative workflow and effectively managed creative operations to consistently meet and often surpass deadline objectives.

KEY ACCOMPLISHMENTS

- Concepted and designed an advanced referral initiative that endorsed the Jet Insider program and generated more than 350,000 subscribers prior to launch of the site.

FAB.COM – NEW YORK, NY 02/2012-09/2014

ART DIRECTOR, 01/2013-09/2014

Led a team of graphic designers in executing design of retail content and marketing assets across mobile, web, and print. Collaborated with the CEO and VP of e-commerce in developing compelling, targeted digital campaigns aligned with consumer behavior and sell-through. Researched and innovated fresh new typography treatments and designed style guides that emphasized Fab's brand identity and maintained its essence. Worked in collaboration with development teams from the U.S. and India in making content management system improvements. Guided the development team on aspects of visual design to enhance user experience.

KEY ACCOMPLISHMENTS

- Praised for meeting challenging deadlines 100% of the time, while maintaining a 7-day pipeline for digital marketing delivery.
- Conceived Fab's first seasonal style guide and continued application of seasonal style guides to maintain a creatively fresh and on-trend brand, while successfully producing site/email marketing assets.

PRODUCTION DESIGN LEAD, 07/2012-01/2013

Oversaw a production design team and managed QA of product information, ensuring accuracy of data entry and properly edited images. Art directed visuals to ensure site content aligned with brand experience. Devised and implemented strategies to improve workflow.

KEY ACCOMPLISHMENTS

- Developed and delivered single inventory vintage sari sales, comprised of 500 SKUs per week, which sold through at an average of 90% of SKUs per week.
- Designated point in charge of the 2012 holiday initiative.

PRODUCTION DESIGNER, 02/2012-07/2012

Edited product and lifestyle images to align with Fab's brand standards. Developed promotional images for daily sales and weekly shops. Built site sale pages using Fab's CMS.

KEY ACCOMPLISHMENTS

- Credited for successfully designing/building the most sales - average of 250 SKUs per day and 10 sales per day.

Earlier Successes

Communications Coordinator at Asian Cultural Council from 2010 to 2012.

Photo Intern at MoMA under the Photo and Image Services Department.

Museum Assistant at Asia Society in 2010.

EDUCATION

Bachelor of Arts, Art History

Bryn Mawr College – Bryn Mawr, PA ▪ 2009

TECHNICAL SKILLS

Adobe Illustrator ▪ Adobe Photoshop ▪ Adobe InDesign ▪ Adobe Bridge ▪ Sketch ▪ Motion ▪ InVision ▪ Xcode ▪ Zeplin
HTML ▪ Keynote ▪ MS Office ▪ CMS ▪ WordPress ▪ Basecamp ▪ Asana ▪ Trello ▪ Flow ▪ Wrike ▪ FileMaker Pro ▪ SalesForce