

# EURIE KIM

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## PROFILE

High-achieving professional with a career marked by success in creative direction, design, and executive leadership. Leverage leadership abilities, strong global perspective, and creative expertise to shape the vision, effectively position the brand, and execute creative operations across multiple channels. 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 proficient in 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

### SHOPIFY – REMOTE

04/2021-PRESENT

#### **DIRECTOR OF GLOBAL MARKETING UX & BRAND CREATIVE, 04/2021-PRESENT**

Champion marketing UX and creative discipline globally. Drive creative strategy and direction for brand programs, partnerships, activations, and experiences. Build and lead multidisciplinary teams. Partner with engineering, operations, comms, product, and brand marketing teams and executives to drive brand awareness and affinity; support audience expansion and relevance through Shopify and Shop brand experiments, activations, and experiences.

#### **NOTABLE ACHIEVEMENTS**

- Produced Shopify's first-ever owned guerilla activation during SXSW 2023.
- Launched Shopify's first-ever Sphere showcase during Black Friday / Cyber Monday 2023.
- Created "shoppable treasure hunt" to promote Glossier's new 2024 brow product early access on the Shop app.

#### **KEY ACCOMPLISHMENTS**

- Re-launched Shopify's Black Friday / Cyber Monday 2021 globe.
- Contributed to Shop's successful Black Friday / Cyber Monday 2024 shopping campaign, driving \$1.5 million in GMV a day over 28 days, ~2x from 2023; acquiring 250,000 first-time shoppers; and co-marketing with 38 top brands, like Fenty Beauty, Rare Beauty, Cécred, Stanley, Little Sleepies, and more.

### WALMART – NEW YORK, NY

07/2019-04/2021

#### **CREATIVE DIRECTOR (SOCIAL MEDIA & COMMERCE), 09/2020-04/2021**

Led performance-driven creative direction of Walmart brand social media content across Facebook, Instagram, Pinterest, TikTok, Twitter, YouTube; including commerce experiences and beta features. Managed team of art directors, designers, motion designers, video editors; partnered with content strategists and agency partners to produce original photo and video content. Collaborated with marketing, strategy, and product executives to devise and deploy creative strategy and production framework across consumer touchpoints for content-to-commerce experiences.

#### **NOTABLE ACHIEVEMENTS**

- Piloted the first-ever livestream e-commerce event on TikTok in the US.

#### **KEY ACCOMPLISHMENTS**

- Developed and implemented channel-based creative strategy, best practices, and multi-tiered workflows to enable responsive creative content development, optimize engagement, and improve creative efficiencies.
- Established creative playbook for platform-agnostic livestream e-commerce to drive branded scalability.

## Professional Experience (Continued)

**CREATIVE DIRECTOR (HOMEPAGE EXPERIENCE), 02/2020-04/2021**

Led creative direction and managed team operations of Walmart homepage content and digital experiences.

**NOTABLE ACHIEVEMENTS**

- Established cross-functional creative optimization plan to incrementally improve CTR on a weekly basis.
- Partnered closely with marketing, product, and engineering teams to influence cross-platform homepage roadmap.

**KEY ACCOMPLISHMENTS**

- Consolidated 6-week creative production timeline to 3-week execution by finding efficiencies in creative workflow, developing seasonal visual design systems, and implementing scalable user 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****09/2014-05/2020****CREATIVE DIRECTOR, 01/2016-05/2020 (PROMOTED FROM ASSOCIATE CREATIVE DIRECTOR 02/2017)**

Established objectives and managed creative direction of branded and co-branded content for mobile, web, and social platforms. Devised and implemented creative workflow and operations, with a focus on meeting rapidly changing business objectives. Managed creative content production and collaborated with marketing, social media, and product executives to impart brand cohesion across user touchpoints and visual alignment with global merchandising trends.

**NOTABLE ACHIEVEMENTS**

- Led team of 30 creative leaders and specialists; and worked in close collaboration with product design teams to strengthen mobile and web experience through creative storytelling and production, visual systems, UX/UI.
- Identified, recruited, and mentored top freelance and in-house designers, writers, 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 successful Black Friday 2016, generating gross merchandise value (GMV) of \$8.1 million, surpassing previous best of \$2.6 million. Generated 64,000 orders, attained \$120 average order value. Directed design of holiday and deals campaign across the site, app, and social media channels. Managed execution of creative deliverables, working with production and retail teams.

**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.

## Professional Experience (Continued)

**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.

**EDUCATION****Bachelor of Arts, Art History**

Bryn Mawr College – Bryn Mawr, PA ▪ 2009

**TECHNICAL SKILLS**

Figma ▪ Adobe Illustrator ▪ Adobe Photoshop ▪ Adobe Creative Suite ▪ Keynote ▪ Microsoft Office ▪ Google Workspace ▪ CMS ▪ Smartsheets ▪ Confluence ▪ Trello ▪ Workfront ▪ Asana ▪ GitHub ▪ Midjourney ▪ Suno