


LINDA KIM

Graphic Designer

 fruitabletruth.wixsite.com/portfolio

 kimlinda0825@gmail.com

 (859)-537-3278

 Lexington, KY

EDUCATION

University of Kentucky

2018 - 2022 | Major: Marketing | Minors: Digital Media & Design, Art Studio | GPA: 3.91

SKILLS

- Adobe Creative Suite
- Google Analytics Certified
- Hootsuite
- Sketch (program)
- Procreate & Digital Illustration
- Photography & Social Media
- Freelancing & Commissions
- Teamwork & Collaboration
- Project Management

EMPLOYMENT HISTORY

FIT by Katy (Undefined LLC)

June 2022 - October 2022

Digital Media Designer

- Spearheaded the design and layout for the digital handbook that was provided to all FIT by Katy customers to provide a rundown of our brand and to point them to resources
- Created graphics and digital assets for all social media platforms (*Instagram, Facebook, Spotify*) including sales promotions, infographics, and other types of content
- Designed sales, post-purchase, and on-going emails for FIT by Katy members
- Managed tasks and communicated through Monday.com
- Communicated ideas and project updates with the team each week via Google Meet.

University of Kentucky College of Public Health

April 2020 - May 2022

Student Graphic Designer

- Curated digital signages and designs, for lectures and campus initiatives including 'One Day for UK.'
- Acted as Lead Designer for 3 issues of the alumni magazine 'CATalyst.'
- Designed logos for Kentucky Injury Prevention Research Center.
- Communicated through Zoom meetings twice a week with the Marketing & Communications team.

University of Kentucky Inclusive Excellence & Diversity Education

April 2021 - May 2022

Social Media Intern

- Designed graphics and social media posts for all social platforms (Facebook, Instagram, and Twitter @ukyiede).
- Posts included initiative announcements, events, and educational posts around diversity, equity, and inclusion in education.
- Spearheaded initiatives to increase social media engagement.
- Researched diversity, equity, and inclusion relevant topics for social media ideas.

References available upon request.