

SOOIM KANG

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EDUCATION

The New School New York, NY
Parsons School of Design May 2026
MPS in Communication Design GPA: 3.94/4.00

Northwestern University Evanston, IL
Medill School of Journalism, Media, Integrated Marketing Communications June 2022
B.S. in Journalism | Integrated Marketing Communications Certificate GPA: 3.93/4.00

WORK EXPERIENCE

Regular People New York, NY
Freelance Graphic Designer Aug 2025 – Present

- Designed and systematized 50+ assets across social, email, and sponsor placements, creating reusable components that enabled rapid iteration under tight weekly timelines for 6+ local productions

AKADEMIA Test Prep Seoul, South Korea
Digital Marketing & Design Coordinator Jan 2023 – Feb 2025

- Owned cross-channel digital design across web, social, print, and curriculum assets, scaling 100+ materials within a cohesive design system that supported both marketing goals and instructional usability

Meal Village Chicago, IL
Product & Visual Designer (Contract) Sept 2022 – Mar 2023

- Designed an interactive landing page and mobile app prototypes in Figma to test early user flows and engagement
- Created product-led investor pitch decks and user testimonial videos that highlighted value propositions and user pain points, increasing demo day engagement by 20%
- Designed promotional materials contributing to the growth of a 14K-subscriber newsletter

Authentic Media Ascension, AMA (*acquired by Jellysmack in April 2022*) Evanston, IL
Lead Product & Brand Designer Oct 2021 – Mar 2023

- Designed and iterated on user flows and low- to mid-fidelity wireframes for a creator analytics platform used by 500+ creators, collaborating with engineers to ensure smooth handoff
- Defined interaction patterns and feature structure for analytics and A/B testing workflows, helping creators interpret performance data, identify trends, and make informed content optimization decisions
- Built a scalable design system and guidelines spanning product and marketing touchpoints, improving visual consistency, usability, and contributing to a 40% increase in newsletter open rates
- Designed investor and client pitch decks, contributing to a contract extension through 2022

Northwestern University Student Affairs Marketing Department Evanston, IL
Graphic Designer Sept 2020 – May 2022

- Collaborated with 5+ departments to design user-facing campaign materials across print, web, TV, and social, balancing stakeholder needs with clear messaging and accessibility
- Led a campus-wide campaign introducing the 2021 Area Council initiative, designing interactive installations and QR-based flows that drove 200+ applications
- Designed outdoor wayfinding-style banners for four residential areas, reinforcing visual identity and improving clarity across physical campus spaces

SKILLS

Product & UX: User Research & Synthesis, Interaction Design, Wireframing, Prototyping, Usability Testing, User Flows, Design Systems, Accessibility (WCAG), Responsive Design, Product Thinking

Technical: HTML, CSS, Java (working knowledge), Design-Engineering Handoff, Component-Based Design

Tools: Figma, FigJam, Adobe CC, Notion