



Yebin Kim

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Mid-weight Motion Graphic Designer

Creative Designer & Illustrator with 4 years of experience in social media content creation for the tech and beauty industries across South Korea and the UK.

experience

Lightricks, UK Motion Graphic Designer

04/2022 - 08/2024

- Led the design and production of video ads from concept to final delivery to promote in-house app products across social media platforms, including Instagram, TikTok, and various ad networks.
- Collaborated with various companies and brands to create visually compelling content aligned with both brand identity and goals.
- Researched Customer Product Pages (CPP) and incorporated the latest design trends to enhance viewer engagement and drive higher click-through rates on the App Store.
- Analysed creative dashboards and KPIs to inform design decisions.
- Utilised AI tools such as ComfyUI and Midjourney in design workflows.

Websilon, South Korea Motion Graphic Designer

02/2020 - 04/2021

- Created social media ads and commercial videos for in-house brands (cosmetics and clinic) from start to end.
- Communicated directly with producers and worked in post-production workflows.
- Collaborated with directors, designers, and producers to create visually compelling content that aligns with brand identity.

Lush, UK Freelance Motion Designer

08/2019

- Designed transition effects and text animation for a newly opened store in Shinjuku, Japan.

Across the pond, UK Freelance Motion Designer

12/2018 - 01/2019

- Modified English text animation to Korean and adjusting animation for Google Ads.

skills

Strong creative eye, high standards and exceptional attention to detail.

Values and respects others, builds relationships, collaborates, and communicates.

Experience of a fast-paced environment with the ability to adapt.

Takes ownership of own tasks. Able to work on own initiative.

Strong proficiency in Adobe After Effects, Illustrator, Photoshop and Premiere.

Expert in creating appealing characters and illustrations.

education

Kingston University
MA Communication Design : Illustration
2017 - 2019

Gachon University
BA Visual Communication Design
2012 - 2016

language

Korean	Native
English	Advanced
Japanese	Beginner