

INWOOK KIM

Graphic Designer · Visual Communication

Mesa, AZ · 480 708 7812 · inwookkim91@gmail.com · [linkedin.com/in/enooogi](https://www.linkedin.com/in/enooogi) · enoogi.pro

SUMMARY

Designer with 7+ years across visual, brand, and product work — translating written requirements and complex concepts into infographics, campaigns, and marketing assets. Experienced producing high volumes of digital and print collateral against deadlines while holding to brand standards.

SKILLS

Adobe Photoshop · Adobe Illustrator · Typography, Color & Layout · Infographics & Data Visualization · Brand Standards & Design Systems · Campaign & Marketing Assets · Video Content · Concept Development & Presentation · Cross-Functional Collaboration · Time & Deadline Management · WordPress · Microsoft Office

DESIGN EXPERIENCE

Anthro-Tech | UX Designer (Contract) | Remote, AZ

Apr 2025 – Jun 2025

- Created infographics, visual assets, and video content that translated complex workflows and written material into clear visual communication for stakeholder audiences
- Translated client needs into actionable concepts, guiding decision-making through structured visual solutions
- Led design sessions to generate and present concepts, aligning teams on direction quickly and reducing ambiguity early
- Delivered wireframes and prototypes that clarified user flows and supported efficient implementation

OPTIMO IT | UX Designer | Remote, AZ

Feb 2022 – Oct 2024

- Translated complex written requirements into structured, feasible visual solutions aligned with technical and business constraints
- Maintained a scalable design system, enforcing consistency across multiple concurrent projects
- Designed end-to-end workflows and interfaces, improving operational efficiency and reducing costs by \$800K through clearer process design
- Collaborated with developers to validate feasibility early, reducing rework and improving delivery speed

TAP Local | Visual Designer | Mesa, AZ

Jun 2021 – Feb 2022

- Designed landing pages, campaigns, and digital assets aligned with brand and marketing goals, increasing conversion rates by 37% through iterative, performance-driven improvements
- Created engaging visual content that communicated campaign messaging clearly across channels
- Produced and optimized WordPress components to support campaign execution and content delivery

U-Haul | Production Assistant | Phoenix, AZ

Jul 2018 – Mar 2021

- Designed 20+ marketing assets aligned with brand standards, supporting product promotion across channels
- Coordinated production workflows to ensure on-time delivery and visual consistency across product lines
- Collaborated with cross-functional teams to execute creative concepts within production constraints

ADDITIONAL EXPERIENCE

FNS | Logistics Specialist | Phoenix, AZ

Feb 2026 – Present

- Coordinated outbound operations across delivery orders, shipment priorities, and yard activity in a high-volume, deadline-driven environment
- Partnered with IT to improve TMS usability based on daily system use, supporting transition to paperless operations

EDUCATION

Bachelor's Degree in Design (Illustration Emphasis) | Brigham Young University, Provo, UT

Jan 2014 – Dec 2017