



## SANGYUP KIM

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### EDUCATION

Foundations of UX Design  
Course by Google  
Aug. 2021

University of the Arts  
BFA in Graphic Design  
May 2019  
Dean's List

### WORKSHOPS

2018, User and Client Experience:  
Design Thinking  
*Vanguard RPX Design Team*

2017, Typeface Design  
*Elizabeth Carey Smith*

### SKILLS

Visual Branding  
Typography  
Color Theory  
Web Design  
Print Design  
Illustration

### DESIGN TOOLS

Illustrator  
Photoshop  
InDesign  
Canva  
After Effects  
Premiere Pro  
Figma  
XD  
Sketch

### FRONT-END DEVELOPMENT

HTML  
CSS  
JavaScript

### EXPERIENCES

Apr. 2025–Present

**Cultivor Communications**, *Freelance Graphic Designer*

Establish a brand identity and create designs for a newly founded communication consulting firm.

Sep. 2023–Apr. 2025

**Pasa Sustainable Agriculture**, *Design Specialist*

Led a brand refresh project to enhance the visual style and effectively represent the brand. Maintained a unified brand identity by designing requested and internal team projects with established guidelines. Collaborated with internal teams across departments and an external illustrator to create and manage projects, including templates and designs for annual conferences.

Sep. 2021–Sep. 2023

**FORT Robotics**, *Graphic Designer (Contract)*

Created print and digital designs while developing graphics to enhance the main branding. Designed marketing materials, presentations, and social media posts. Provided design support for presentations to illustrate scenarios across multiple teams.

May. 2021–Oct. 2021

**Scars Uncovered**, *Freelance Graphic Designer*

Updated brand elements, including logo sets, color palettes, social media templates, and concise brand guidelines.

Oct. 2020–Apr. 2021

**African People & Wildlife**, *Freelance Icon Designer*

Created an icon set for strategic vision documentation and brand visual language to ensure a consistent visual identity.

Feb. 2021–Mar. 2021

**Rad Maison**, *Freelance Graphic Designer*

Researched consumption trends to emphasize the brand's value. Created print materials and built a responsive website to showcase the value proposition and business plan.

Nov. 2019–Sep. 2020

**Penn Asian Senior Services**, *Graphic Designer (Contract)*

Designed multilingual brochures, along with event flyers to enhance communication and engage directly with attendees. Assisted in executing events and developed advertisements for magazines and newspapers, ensuring a consistent visual brand identity across all materials.

Summer 2018

**Grayson Sky**, *Graphic Design Intern*

Created RSVPs and invitation emails by creating graphics to visualize event concepts using Mailchimp. Designed social media posts for clients' accounts for holidays and special occasions.