

Hazel Kim

Kirkland, WA | <https://hazel.kim> | hsk@whyhsk.com

A highly skilled and versatile visual designer with 9+ years of experience. Innovative creator with tech-friendly and attention to detail. In-depth knowledge of typography, design tools, color theory and hierarchy. Tech geek, Coffee enthusiast, and a person who is always making something.

EXPERIENCE

Visual Designer | Samsung Research America, Mountain View, CA

AUG, 2024 - FEB, 2025

Digital Health Team - UX team

- Supported the team in raising awareness of **Samsung Health** products by creating visual materials and engaging conference experiences, including decks, interactive displays, short videos, infographics, brochures, and posters.
- Created in-app elements, such as onboarding visuals, to enhance user understanding across multiple health services in collaboration with a cross-disciplinary team.
- Designed presentations for executive-level stakeholders, ensuring clarity, visual appeal, and strategic alignment with business objectives.
- Contributed to building scalable design systems for consistency across products and platforms.
- Worked on monthly promotional projects aimed at retaining and expanding the Samsung Health user base.

Visual & UX/UI Designer | Self-employed

Feb, 2016 - Present

Collaborated with diverse clients across various industries, including public institutions such as the Government of the Republic of Korea, universities, research foundations, startups, small businesses, and individuals, to understand their design needs and deliver tailored solutions. Established and maintained positive client relationships, resulting in repeat business and referrals.

Web · UI design

- Defined and refined visual language across products, creating UI designs that enhanced usability and consistency.
- Built high-fidelity prototypes from initial concepts, translating product ideas into polished, testable designs aligned with user-centered principles. Created visually compelling user interface with an intuitive UX design principles.
- Drove early-stage product design, establishing UX direction and visual identity for new features.

Branding · Editorial · Graphic design

- Developed comprehensive brand identities to ensure cohesive visual communication.
- Created brand guidelines and design systems to maintain consistency across all marketing and design materials.
- Produced marketing and social media collateral to support branding initiatives.
- Collaborated with researchers to accurately and effectively present their findings through visually appealing editorial designs, considering the diverse needs of the audience.

Video Editing · Managing Social Media

- Handled the entire video production process from shooting to editing and live streaming, creating compelling and polished videos.
- Managed multiple clients' YouTube channels, and my own two personal channels, achieving subscriber counts of 74K+ and 12K+, through consistent content delivery and interactive audience engagement.

STRENGTHS

Visual design: High proficiency in Adobe Creative Suite including Photoshop, Illustrator, Indesign, Lightroom.

UX, UI design: Figma, Sketch, Adobe XD.

Web design: WordPress, Webflow, knowledgeable proficiency in HTML, CSS, and JavaScript.

Video editing: Final Cut Pro X, Premier Pro, familiarity with OBS studio.

EDUCATION

Bachelor of Products Design & Counseling Psychology | Handong Global University

2009 - 2016

LANGUAGE

Korean (native), English (fluent), Chinese (reading)