

DEVUN KIM

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PROFILE / WWW.LINKEDIN.COM/IN/DEVUNKIM **LOCATION** / LOS ANGELES, CA

CREATIVE DIRECTOR

ALPINESTARS

Torrance, CA

October 2020 - Present

In charge of the global brand creative direction for Urban, Sportswear, and Touring.
Led the creative direction of seasonal launches, lookbooks, catalogues, marketing campaign ads, and point of purchase visuals.
Designed and led web project initiatives.
Developed and implemented creative strategies to expand Alpinestars presence.

ART DIRECTOR

AS by DF

Torrance, CA

October 2020 - December 2021

AS by DF is a luxury women's clothing brand carried in various outlets such as Neiman Marcus, Bergdorf Goodman, and Nordstroms.
In charge of the brand direction. Redesigned the branding for the entire company.
Oversaw the creative direction for seasonal campaigns and photoshoots for the creative team.
Created artwork for lookbooks, homepages, email campaigns, digital ads, and sales visual presentations.
Directed and led seasonal campaign photoshoots.
Managed all digital ad marketing.

ART DIRECTOR

FREELANCE

Los Angeles, CA

August 2019 - October 2020

Working with a variety of fashion and adventure companies in art direction, photography and graphic design.
Directed photoshoots for women's fashion retail.
Designed homepage banners, eblasts, social media posts.
Photographed on location photoshoots, including a month long project across the western part of the US.

ART DIRECTOR

AGACI LLC

Los Angeles, CA

February 2012 - August 2019

Led the creative direction for the brand.
Managed a creative team of photographers, graphic designers, copy writers, social media producers, and post production artists to produce visually stimulating creatives for last fashion retail.
Designed and implemented the launch of a new website, leading to the growth of eCommerce to 2000%
Conceptualized brand campaign strategies and directed fashion photoshoots for editorial, eCommerce, and advertising.
Reviewed and approved designs, artwork, photography, content, and graphics developed by the creative team.
Worked with the Vice President of eCommerce and Marketing, and the Director of Merchandising, to produce lookbooks, ads, emails, store artwork, and other marketing material.
Established inter-departmental procedures and timelines.

PHOTOGRAPHER & GRAPHIC DESIGNER

FREELANCE

Los Angeles, CA

October 2010 - February 2012

Worked with various clients within the film and fashion industry.
Planned and conceptualized photoshoot direction.
Experience with studio and location photo shoots.
Highly experienced in post production and retouching.

SKILLS

Canon, Profoto, Lightroom, Adobe Photoshop, Illustrator, Indesign, Premiere, Microsoft Excel, Word, Outlook, Entourage, Powerpoint, Wacom Tablets
Shopify, Magento, Demandware, Klaviyo, Listrak, Bluehornet

EDUCATION

UCLA I.B.A. Psychology | Los Angeles, CA