

DEVUN KIM

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PROFILE / www.linkedin.com/in/devunkim LOCATION / Los Angeles, CA

EXPERIENCE

ART DIRECTOR

AS by DF (Alpinestars) Torrance, CA October 2020 - Present

AS by DF is a luxury women's clothing brand carried in various outlets such as Neiman Marcus, Bergdorf Goodman, and Verishop. In charge of all aspects of the Ecommerce website - www.asbydf.com
Created creative briefs 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 digital ad marketing for the company.

ART DIRECTOR / GRAPHIC DESIGNER / PHOTOGRAPHER

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

A'GACI LLC Los Angeles, CA February 2012 - August 2019

Led and managed a creative team of photographers, graphic designers, copy writers, social media producers, and post production artists to produce visually stimulating creatives for fast fashion retail.
Designed and implemented the launch of a new website, leading to the growth of eCommerce from \$1 million to \$20 million in sales.
Led all creatives for the entire company grossing \$120 million in sales per year.
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 | B.A. Psychology | Los Angeles, CA