



a design studio

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Helen Kim | CREATIVE DIRECTOR + DESIGNER

Expertise

- Creative direction
- Logo + brand identity design
- Page layout design
- Copywriting + editing
- Traditional + digital illustration
- Packaging design
- Website development + design
- Web interface design
- Proficiency in:
 - Dreamweaver
 - Flash
 - Illustrator
 - InDesign
 - Photoshop

Interests

- Fine art
- Streetwear + fashion
- Travel + local culture
- Experiential design
- Holistic communication
- Social marketing

Education

- Bachelor of Fine Arts,
University of California, Los Angeles
- Studio Art + Art History,
University of Leeds

Experience

CREATIVE DIRECTOR + OWNER | THE THINK FARM | 2007 TO PRESENT

I started my own design studio with a desire to nurture my entrepreneurial spirit. Though the new kid on the block, The Think Farm is a full-service design shop with a (growing!) network of designers, web programmers, photographers and other creative professionals. I have had the privilege to personally develop and cultivate the branding of many up-and-coming enterprises by offering complete packages that include comprehensive consultation/brainstorming sessions, art direction, copywriting and print, package and web design. The Think Farm is growing up to be an intimate collective of discerning creatives that supports the voice and vision of small to mid-sized companies in their communities and beyond.

CREATIVE DIRECTOR, DESIGNER, OWNER | NAHNUH | 2002 TO 2006

In the post-dot-com boom, I tried my hand at creating a graphics-driven apparel company. Developing a strong brand and merchandize storyline was key for this lifestyle-driven product. As creator and owner, I managed all conceptual, strategic, financial and operational functions. I personally handled everything from conception of design to coordination of manufacturing. I also created all marketing and promotional elements and coordinated freelance designers, consultants and vendors. NahNuh is where I truly learned the art of strategic visual communication, marketing and the power of brand identity.

GRAPHIC DESIGNER | 1999 TO 2002

Though happily churning out aesthetic tributes to Star Trek – inevitable when working with engineers and IT gurus – I needed to broaden my design know-how. I joined a children's online entertainment company called YOW (Your Own World) as Content Designer and also began side projects as a freelance designer. At YOW, I designed and maintained micro-sites using third-party content from partners such as Disney, Sports Illustrated and National Geographic. I also collaborated with team members to design interactive games and Flash movies, even providing voice talent for YOP (Your Own Penguin), the company mascot. As a freelance designer, I began to develop a personal style that focused on clean layout and color usage with quirky yet subtle visual humor.

WEB PROJECT SPECIALIST | THE GAS COMPANY | 1996 TO 1999

I began life in the workforce with a love of the visual language and no computer skills, minus my proficiency in Tetris. While working in a documentation support team for pipe engineers at The Gas Company, I was asked to create a logo for my team and my design career was born. Provided with opportunities to learn various designing software, I eventually became an in-house designer, creating logos and promotional goods and building sites on the company intranet.