



kim sing

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SKILLS

| | |
|-------------------|---------------------|
| Brand Development | Photography |
| Illustration | Presentation Design |
| InfoGraphics | Print Design |
| Motion Graphics | UX/UI Design |
| Package Design | Video Production |

SOFTWARE

| | |
|------------------|----------------|
| InDesign CC | Lightroom CC |
| Illustrator CC | Keynote |
| Photoshop CC | PowerPoint |
| After Effects CC | Microsoft Word |
| Premiere CC | |

EXPERIENCE

Senior Designer, Product Development and Marketing

Mastery Education, New Jersey · Aug 2015 – Present

Led the collaboration and design of the company's new branding and name change from Peoples Education to Mastery Education.

Design and collaboration on all new branding including logos for the company and it's programs, new e-commerce website, original photography, presentations, videos, and other various marketing collateral.

Lead designer on Mastery Education's new digital program, *Measuring Up Live 2.0*, for assessment and practice for students in Grades 1–8+. UX/UI responsibilities include execution of teacher and student dashboards as well as illustration of avatars for the gaming portion of the program.

Designer of Mastery Education's newest supplemental classroom program, *Measuring Up Core Success*. The print program, for students in Grades 3–8, helps target instruction and practice for students to have the skills and confidence necessary for next generation assessments. Design included all covers, and front matter for both Mathematics and English Language Arts.

Additional responsibilities include:

- photographing students, teachers, and classroom set-ups for new marketing efforts;
- creating videos, and posters to be displayed at conferences
- various digital ads used for social media platforms such Facebook, Google, and SlideShare
- Marketing demo's for digital programs
- Welcome Kit for new staff members to include video tutorials on using internal software such as Salesforce, and Quote Calculator

EXPERIENCE (CONT.)

Designer, Education Marketing

Scholastic, Inc. New York · June 2013 – April 2015

Designed key Powerpoint and Keynote presentations for top executives including high-level conference presentations and board meetings.

Collaborated and produced design concepts, photography, and video for the Scholastic Education website, featuring the spectrum of print and digital Scholastic programs for Grades PreK–12.

Design and production for various print and web marketing collateral including presentations, editorial inserts, brochures, direct mailers, brand assets, order forms, websites, online advertising, and email marketing.

Adjunct Professor of Art

Georgian Court University, New Jersey · Aug 2012 – June 2013

Taught courses in Digital Imaging, Two-Dimensional Design, and Color Theory.

Graduate Teaching Assistant

Rochester Institute of Technology, New York · Sept 2011 – May 2012

Assisted professors in the School of Design teaching graphic design related courses and provide administrative support.

Freelance Graphic Designer

California, New Jersey, New York · May 2007 – present

Provide marketing and design services for clients in various industries including beauty, healthcare, finance, and publishing.

Print design and publication, web design, branding collateral, brochures, packaging graphics, and digital image retouching.

EDUCATION

MFA, Graphic Design

Minor, Motion Graphics Design GPA 3.8

Rochester Institute of Technology · Rochester, NY · 2010 – 2013

BFA, Graphic Design & Illustration GPA 3.9

Georgian Court University · Lakewood, NJ · 2006 – 2009

Associates, Liberal Arts GPA 3.9

Saint Leo University · Saint Leo, FL · 2004 – 2005

ORGANIZATIONS

AIGA Member · 2011 – present

Kappi Pi Member (International Art Society) · 2009 – present