

Hannah Kim

Branding & Graphic Designer

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Hannah Kim holds a BFA in Graphic Design from the Rhode Island School of Design and brings over 13 years of expertise in branding and visual communication. She has led diverse projects in visual identity (CI/BI), packaging, exhibitions, promotional materials, and digital graphics, seamlessly bridging online and offline platforms.

Her career includes pivotal roles at leading South Korean companies, such as the Brand Strategy Division at Shinsegae Group and the Design Center at CJ CheilJedang. Over the past decade, she has specialized in crafting empathetic brand stories, research-driven designs, and multi-channel visual solutions. By blending creativity with practicality, she consistently enhances brand value, achieves strategic goals, and delivers innovative, sustainable results.

Education

Royal College of Art | London, UK October 2026 (Expected)

MA in Visual Communication

Rhode Island School of Design | RI, USA May 2009

BFA in Graphic Design *Graduated with Honors

SADI (Samsung Art & Design Institute) | Seoul, Korea Feb 2004 - Oct 2005

Completed 3 semesters in Communication Design

Work Experience

Professional

Shinsegae Group | Seoul, Korea Mar 2015 - Present

Senior Manager / Graphic Designer

Strategic Marketing Division (Nov 2024 - Present) :

- Expanded roles to include marketing execution design support, while maintaining branding responsibilities for new business ventures and existing brand management

Brand Strategy Division (Mar 2015 - Oct 2024) :

- Branding for new business ventures
- Management, enhancement, and renewal of existing brands
- Internal branding design

H-TF (Jul 2019 - Feb 2021) :

- Intensive brand enhancement through a dedicated task force for the hotel and resort business initiatives

CJ Group | Seoul, Korea Jan 2012 - Apr 2014

Graphic Designer

Design Center, CJ CheilJedang :

- Branding for new businesses and products
- Packaging design for food products
- Graphic design for collaborative projects/event within group affiliates

— Work experience continued on next page

Work Experience

Professional

Ahn Graphics | Seoul, Korea Jan 2011 - Jun 2011

Graphic Designer

CI/BI design, editorial materials, and graphic design for events and exhibitions

IMV Design Studio | RI, USA Sep 2009 - Jul 2010

Graphic Designer

Prototype development for the design book *Designing with Light* by Franz Werner

Kraftworks | NY, USA Jun 2008 - Jul 2008

Hello NYC | NY, USA May 2008 - Jul 2008

No.11 INC | NY, USA Dec 2007 - Jan 2008

GLAD WORKS | RI, USA Dec 2007 - Feb 2008

Award/Exhibition

iF Design Award | Communication > Company Branding 2025

New SSG Landers Brand Identity

Selected as a finalist and currently under review for final judgment

iF Design Award | Communication > Websites 2020

L'escape Hotel Website

iF Design Award | Communication > Branding 2016

Peacock Kitchen Food Court

Partly Sunny | RI/CO, USA Aug 2008

Designer for the Campaign Identity System

Partly Sunny: Designs to Change the Forecast

Exhibited at the 2008 Democratic National Convention

Magazine/Blog

Monthly Design No.550 | Magazine Jan 2024

'Rebranding Dictionary: S, SSG Landers'

RetailDesignBlog.net | Blog May 2017

'Scentence by Emart'

Major Projects

Branding | Project Title (Business category / Design type)

Branding

Concord (*Wellness / BI*)

Trinity GX (*Leisure / BI, VMD*)

Scentence (*Beauty / BI, VMD*)

Emart24 (*Convenience Store / BI*)

Peacock Kitchen (*F&B / BI, VMD*)

Rebranding / Reinforcement

SSG Landers Baseball Team (*Sports / BI*)

Shinsegae Live Shopping (*Live Commerce / BI*)

Wine & More (*Retail / BI, VMD*)

Josun Hotels & Resorts (*Hospitality / Website*)

Grand Josun (*Hospitality / Website*)

L'Escape Hotel (*Hospitality / Website*)

CJ Logistics (*Logistics / BI*)

Other Graphics

Emart PL (*Food / Packaging*)

SM x Emart Collaboration (*Entertainment / Packaging*)

Peacock (*Food / Packaging*)

Beksul (*Food / Packaging*)

Petitzel (*Food / Packaging*)

CJ Returnship (*Recruitment / Event Graphic*)

China Movie Festival (*Entertainment / Event Graphic*)

Gwangju Design Biennale (*Culture / Event Graphic, Printed Materials*)

Scope of Work Definition

* "Branding" Scope of Work

- Developing strategies for branding and rebranding new and existing brands, including research and analysis
- Creating brand concepts, defining brand attributes, and crafting brand stories
- Designing visual identity(CI/BI) systems and their corresponding application materials
- Establishing visual identity guidelines for consistent usage across all platforms
- Maintaining and managing brand assets for existing brands
- Designing packaging and communication tools(POP/ISP) for brand-related products
- Creating designs for marketing events, including stages, booths, and VMD setups
- Designing printed promotional materials (e.g., brochures, posters, and leaflets)
- Conducting global collaborations, including partner search, evaluation, selection, and communication

* "Internal Branding(Design Support for Corporate Operations)" Scope of Work

- Designing and managing promotional print materials (e.g., brochures, calendars) for both internal and external use
- Creating designs for stages, booths, and related materials for internal events
- Designing materials for recruitment campaigns
- Developing designs for CSR (Corporate Social Responsibility) activities