

# NAYOUNG KELLY KIM

ART DIRECTION & CONTENT CREATION

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## EDUCATION

### The University of Texas at Austin

AUG. 2017 – PRESENT

B.S Advertising: Texas Creative Portfolio Program, Minor in Business

GPA: 3.7/4.0. Dean's List x2

## EXPERIENCE

### Art Director/Website Team

JAN. 2019 – PRESENT

Texas Creative – Austin, Texas

- + Concepted integrated advertising campaigns in partnered teams
- + Contributed to TXC branding through social media stories & editing website

### Marketing Intern

MAY 2019 – AUG. 2019

Noerden – Shanghai, China

- + Created social media stories and design assets for the company
- + Collaborated with marketing team and graphic designers to improve website layout

### Layout Designer

JAN. 2018 – DEC. 2018

Spark Magazine – Austin, Texas

- + Designed layouts for magazine articles and editorials
- + Collaborated with writers, photographers, and stylists

## HONORS

### Austin Ad Federation ADDY

JAN. 2020

- + Bronze in Radio Advertising

### Collegeboard: AP ART PORTFOLIO

DEC. 2017

- + Among 0.07% of 2017 Studio Art AP Portfolios that made a perfect score (15 worldwide)

### Young American Talent

JUN. 2017

- + Sponsored by H. Paxton Moore Fine Art Gallery. 2nd place Printmaking and 3rd place Drawing.
- + Exhibited in Dallas City Hall

### Texas Visual Arts Association

JUN. 2017

- + Exhibited at the University of Texas at Dallas
- + Received Dean's Award.

## SKILLS

### Software

- + Adobe Creative Cloud Suite
- + Sony Vegas
- + Basic Autodesk Maya

### Language

- + Intermediate Korean
- + Tourist Spanish

### Other

- + Creative concepting
- + Basic motion graphics
- + Overcoming cat allergies