

# HAYDEN KIM

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[Quick Link to My Portfolio ↗](#)

Hi, I'm Hayden Kim, a dynamic and trend-savvy graphic designer based in Calgary. I thrive on exploring new creative territories. While graphic design is at my core, I possess a broad skill set that spans various new media disciplines. My adaptable approach allows me to seamlessly blend diverse styles and concepts. Explore my creative journey!

Adobe Suite

Figma

Blender

WordPress

## Education

### New Media Production and Design

Southern Alberta Institute of Technology (SAIT)

May 2022 - December 2023  
Calgary, AB

- Graphic design skills - Adobe Suite
- Photography, Videography, Video Editing skills
- Web development and UX/UI design - HTML, CSS, PHP, JavaScript, MySQL and WordPress
- 3D modeling and animation - Cinema 4D
- Independent study - Figma, Blender
- Marketing Strategy and Communications

## Experience

### Outlier

Bilingual AI trainer + Reviewer - Freelance (Remote)

December 2024 - Present  
San Francisco, CA, United States

- Oversee quality control measures, verifying the accuracy, consistency, and reliability of AI-generated outputs
- Provide detailed feedback and coaching to team members to improve their performance in prompt crafting and evaluation
- Ensure outputs meet cultural norms, global standards, and ethical guidelines, addressing biases and promoting inclusivity across languages
- Review and assess the work of junior team members to ensure adherence to quality standards, linguistic clarity, and contextual precision

Bilingual AI trainer - Freelance (Remote)

October 2024 - December 2024

- Write and refine prompts to improve AI-generated responses across multiple languages with a focus on clarity and precision
- Meticulously evaluate AI outputs for quality, accuracy, and contextual relevance, ensuring consistency across varied scenarios
- Ensure AI outputs adhere to cultural norms and global standards, addressing biases and promoting inclusivity
- Implement thorough quality checks to enhance the accuracy, reliability, and trustworthiness of large language models (LLMs)

### Hayden Kim Design

Freelance (Remote)

August 2023 - Present  
Calgary, AB

- Provide branding strategy and design consultation to clients, enhancing brand identity and market positioning
- Design custom logos, marketing materials, and visual assets, ensuring alignment with client goals and brand vision
- Deliver creative solutions for digital and print campaigns, resulting in increased client engagement and visibility

### Mixed Sweet Media

Student Graphic Designer

October 2023 - November 2023  
Calgary, AB

- Created design for social media and print materials using Adobe Illustrator, Adobe InDesign, and Adobe Photoshop, delivering high-quality visuals that enhanced brand presence
- Assisted in collaborating with 4+ brands, contributing to successful joint marketing initiatives
- Thrived in a fast-paced environment, consistently meeting tight deadlines while maintaining high standards of work quality
- Contributed to a rebranding project, including website wireframing and building in WordPress
- Understood prohibitions and permissions in the Cannabis Act and regulations, creating compliant promotional posts for a cannabis brand and ensuring all marketing materials adhered to legal standards