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Graphic Designer with hands-on experience in digital content production, branding, web design, and motion graphics. Brings a versatile creative skill set and is eager to contribute across multiple areas of design. Experienced working as an in-house designer, within marketing agencies, and as a freelance professional.

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## Hard Skills

- **Graphic Design**
    - Photoshop, Illustrator, InDesign, Figma, Blender
  - **Web Design**
    - WordPress, HTML, CSS, Go High Level
  - **Motion Graphics**
    - After Effects, Premiere Pro
  - **Branding**
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## 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
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## Experience

### Resilient New Media

Graphic Designer + Personal Assistant

June 2025 - Present  
Calgary, AB

- Design and build client websites using the Go High Level platform, translating brand identities and business goals into functional, visually cohesive web experiences
- Support branding initiatives, including logo refinements, visual identity systems, and brand-consistent digital assets
- Manage multiple projects simultaneously, wearing many hats across design, content, and client communication in a fast-paced environment
- Work closely with the CEO to plan, organize, and prioritize content needs, ensuring all assets are prepared ahead of release
- Light motion graphic works for Podcast and YouTube content

### 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