

HAYDEN KIM

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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.

Hard Skills

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

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

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