

# TAMI KIM

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## PORTFOLIO + LINKEDIN

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## SKILLS

Strategic, hands-on UI/UX designer creating cohesive, compelling branded experiences for two decades across a variety of consumer touchpoints. Experience developing and managing creative teams that create impeccable designs and experiences for high-end brands.

## EXPERIENCE

RODAN AND FIELDS *Lead Visual Designer* 10.2016 - PRESENT

Develop the visual design language and set standards across digital products. Evangelize the Clarity Experience Design System, the living UX style guide, across the organization. Partner with the Marketing Creative team to ensure alignment with brand direction as well as influence its future.

TEA COLLECTION *UX Designer* 04.2014 - 10.2016

Iterated on original site design through three replatform projects to support double-digit online DTC revenue growth.

- Translated brand strategies into engaging landing pages with strong emotional appeal and intuitive interaction while underscroing the brand story.
- Managed A/B split testing strategies to facilitate data-driven design decisions that increased relevant metrics such as conversion/AOV/time on site.
- Researched, strategized and launched site improvements for consistent cross-channel experiences.
- Developed relationship with off-site engineering team to facilitate design/development cycles.

Designed Tea's first DTC ecommerce website with a 100% growth year-over-year in the first three years of online presence.

- Designed and implemented ecommerce website along with email campaigns.
- Co-created and managed a site development and launch production plan.
- Assisted in selecting systems with integrated ERP, inventory, and ecommerce capabilities.

TEA COLLECTION *Managing Art Director* 06.2005 - 04.2014

Built Tea's brand by launching direct-to-consumer presence in print and online while maintaining existing business-to-business channel.

Art directed, produced 31 DTC catalogs with 2-3x annual growth in sales from 2007 to 2011.

- Co-art directed photo shoots and strategized visual design of Spring, Summer, Fall, Winter and Holiday 2011 catalogs.
- Participated in detailed catalog analysis for progressively effective design. Managed color reproduction and press checks.
- Created and managed production schedules. Location scouting. Casting.

Developed and maintained corporate brand identity through mentoring of creative team and directing designs of marketing collateral.

- Developed and managed in-house creative department by hiring two full-time designers and implementing workflow processes.
- Designed gift packaging, hangtags, signage, advertisements, line/selling sheets, press kits, and B2B look books.
- Developed and managed vendor relationships, domestically and internationally.
- Ensured brand consistency, from B2B to DTC channels, for both print and online media.

SAM SMIDT STUDIO *Senior Graphic Designer* 02.2003 - 05.2005

Collaborated on design and managed the production of San Jose Art Museum's 35th Anniversary Book. Designed, edited, and produced Healing Environments' quarterly journals and books.

Designed magazine ads and mailers for fashion and furniture clients.

## EDUCATION

DARTMOUTH COLLEGE

*B.A. in Comparative Literature  
with Honors*

PARSONS SCHOOL OF DESIGN

RHODE ISLAND SCHOOL OF DESIGN

CALIFORNIA COLLEGE OF THE ARTS  
*MFA in Graphic Design (incomplete)*

## TOOLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat), Sketch, InVision, Brackets, HTML, CSS, Javascript, Microsoft Office, Joomla, WordPress