

JINHA KANG

Award-Winning Multimedia Graphics Designer & Art Director

PROFESSIONAL EXPERIENCE

Daily Mail, New York, NY — *NY Multimedia Graphics Editor*

Nov 2023 - PRESENT

- Design multimedia content for mobile and web platforms, serving **225 million monthly visitors** on the world's most-read newspaper website.
- Produced **over 650** graphics for news articles, including data visualizations, maps, infographics, polls, and interactive elements across **1,000 daily stories**.
- Manage projects under **tight deadlines** in a high-pressure newsroom, collaborating with reporters, IT, and graphics teams.
- Enhance the visual identity of the Daily Mail by creating compelling graphic content, leading to **increased user engagement, average session duration, and click-through rates**.

The Luminary Agency, New York, NY — *Associate Art Director*

Sep 2023 - Dec 2023

- Developed **social media contents** to drive successful marketing campaigns and engage target audiences by partnering with copywriters.
- Created branding, graphics, typography, websites, and logos for clients including **House of Feelings, Vagabond, and Higher Self Yoga**.
- Mentored junior associates in the conception, development, and execution of all visual assets for **2023 Marketing Campaign**.

IPG Health (Area 23), New York, NY — *Art Director Intern*

June 2023 - Aug 2023

- Collaborated with senior leadership in ideation, coordination, and development of creative assets, contributing to tactics, concept, branding, and art direction for multiple B2B, **DTC** and **HCP** projects for leading pharmaceutical companies, including **Insmad**.
- Worked with **cross-functional** teams to generate diverse concepts using Midjourney and DALL-E, ensuring alignment with client vision and messaging.
- Led a **\$3 million team pitch** as Art Director, overseeing strategic brainstorming, campaign development, branding, visual ad creation, and execution of creative briefs.

Brown University, Providence, RI — *UX/UI Design Researcher*

Sep 2022 - May 2023

- Conducted user research to inform design decisions, ensuring products met target audience needs.
- Led the creation of **human-centered design** products and prototypes, collaborating with PACE Organization of Rhode Island to deliver an exceptional user experience.

Hyundai Motor Group, Providence, RI — *Design Project Director*

Feb 2022 - Oct 2022

- Directed biomimicry **design research** for **over 40** design researchers from Horizon Studio, Boston Dynamics, KIA, and Hyundai.
- Led the creation of **human-centered design products** for automotive and sustainable future designs, reporting directly to KIA and Hyundai CEOs.

www.jinha-kang.com

jinhakang.usa@gmail.com

New York, NY

EDUCATION

Rhode Island School of Design (RISD), Providence, RI — *MFA, Digital + Media*

3.986/4.00 GPA

Cross registration courses

MIT - Computing Fabrics
Brown University - Reading and Research

Seoul National University, Seoul, Korea — *BFA, Sculpture*

Valedictorian, 4.11/4.3 GPA

AWARDS

Digital Design Awards, Graphic Design USA, 2024

TITAN Health Awards, Silver Winner, Branded content-Infographic, 2024

SKILLS

Design

Graphic Design, Data Visualization, Infographics, Digital Advertising, Social Media, Digital Design, Brand Identity, Interaction Design, Art Direction

Design Tools

Adobe Creative Suite, Illustrator, Photoshop, InDesign, Adobe XD, Figma, Infogram, Flourish, DaVinci resolve

Programming & AI tools

Arduino, Processing, HTML, CSS, Basic C++ and JavaScript, Midjourney, DALL-E

LANGUAGES

Fluent in Korean & English

CERTIFICATIONS

Google UX Certificate

Coursera, 2023

Collegiate Level Teaching Certificate in Art & Design

Rhode Island School of Design, 2023