Dasollee Kim

Brand Designer & Creative Strategist

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SUMMARY

Translator between taste and traffic. Brand designer and creative strategist with over a decade across brand systems, paid social and Shopify, plus the camera work behind them: I shoot, direct and edit the content, then build the ads and pages it lands on. Bilingual in Korean and English.

EXPERIENCE

Creative Strategist / Senior Designer, Inflection Growth | Remote | May 2024 – Apr 2026

Brands I had the pleasure of working with: Kappa USA, OROS, MILKY, Omie, DYPER, AeroPress, Sun Ninja, Kids Art Box

- Led creative on DTC accounts at a growth agency; depending on the client, that meant brand positioning, paid social, their Shopify store or a mix, and most weeks shipping 3–5 new ad concepts
- Led most client creative meetings: presented results and the next round of creative, and for new campaigns and product launches directed the visuals and ads end to end or shaped them alongside the client
- Ran the full testing loop: built angle pillars with a hypothesis for each, wrote the hooks and scripts, edited the ads, then led the Monday creative insights review in Motion to decide what to scale, iterate or cut
- Took OROS through a full repositioning, from messaging to visual system, ads and a new Shopify theme; the account grew 290% year over year and November sales went from $100K to $1M
- Redesigned Shopify stores with theme rebuilds and custom product pages; the new OROS product page named the technology before the price, lifting conversion rate 38% and AOV 68%
- Wrote creative briefs from customer reviews, UGC and ad account data, and ran a year of weekly testing for MILKY: CAC down 16%, new-customer ROAS up 13%, product subscriptions up 146% YoY
- Co-wrote creator briefs, helped select creators, then planned and directed shoots and edited the footage into Meta and TikTok ads; one OROS concept shot in a day drove $500K+ in attributed sales with its variations
- Art directed photo shoots (moodboards, casting, final selects) and shot B-roll libraries for clients short on content, so the team always had footage to build ads from
- Designed MILKY's Amazon listing images and A+ content for a launch that reached $546K in six months, #7 in category
- Managed 2 junior designers; built the Canva template library and email design system with the team's email designer, and helped reorganize the team's Monday.com project system

Senior Designer, LUS Brands | Toronto, Canada | Aug 2020 – Oct 2023

- Designed nearly every online ad the DTC haircare brand ran and set the look for each campaign; shot and edited most in-house photo and video, and edited creator UGC into ads
- Co-designed the brand's email flows, worked with the growth and tech teams on conversion and the Shopify site, and managed 2 junior designers

Multimedia Designer, LUS Brands | Toronto, Canada | Jun 2019 – Aug 2020

- Created branded social graphics: infographics, GIFs, Instagram posts, announcements and Pinterest pins
- Edited long- and short-form video for YouTube and social channels, and helped execute email campaign designs

Content Creator, Independent (YouTube) | 2015 – 2022

Brands I collaborated with: Koh Gen Do, Bite Beauty, Milk Makeup, Espoir and more

- Grew a personal YouTube channel to 100K subscribers, planning, shooting and editing the content myself, and produced paid brand collaborations alongside full-time design work

Graphic Designer, Freelance | Toronto, Canada | Oct 2017 – Jun 2019, 2023 – 2024

- Identity, print and social design for small businesses and independent clients

Web & Android UI Designer / Education Designer, The Rumie Initiative | Toronto, Canada | Jul 2014 – Sep 2017

- Designed the interface for Rumie LearnCloud, the nonprofit's education platform, plus web, video and pitch decks

SKILLS

Brand & Design: Brand Strategy, Positioning, Messaging Frameworks, Identity Systems, Art Direction, Visual Design, Typography, Packaging, Email Design, Landing Pages, Shopify PDP Design, CRO, Amazon Listings & A+, HTML, CSS

Content & Production: Photography, Product Photography, Videography, B-roll, Video Editing, Short-form Video, Retouching, Creator & UGC Direction, Creator Briefs, Casting, Paid Social Creative, Angle & Hypothesis Development, Scriptwriting, Creative Testing, Content Creation

Tools: Photoshop, Illustrator, Premiere Pro, CapCut, Canva, Higgsfield, Claude, Shopify, Klaviyo, Motion, Monday.com, Slack

Languages: Korean, English

Interests: Content Creation, Photography, Beauty, Fashion, Bouldering, Rock Climbing, Gaming, App Development

EDUCATION

Graphic Design, George Brown College | Toronto, Canada | 2009 – 2012