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Korean · English

Dasollee Kim

Brand Designer & Creative Strategist

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

Inflection Growth

Creative Strategist / Senior Designer — 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

LUS Brands

Senior Designer — 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 — 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

Freelance

Graphic Designer — Oct 2017 – Jun 2019, 2023 – 2024

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

The Rumie Initiative

Web & Android UI Designer · Education Designer — Jul 2014 – Sep 2017

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

EDUCATION

George Brown College

2009 – 2012

- Graphic Design

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

INTERESTS

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