



Kim Ku

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FREELANCE

Designer & Illustrator, 2013 – Current

- **ABRAMS:** Lead marketing and editorial design on Diary of a Wimpy Kid web and print products
- **Penguin:** Designed and developed unique websites and games with the Young Readers Group
- **The Wirecutter:** Refined email brand/layout with improved readability and client compatibility
- **Harvest:** Contributed ideas and illustrations to improve customers' first time user experiences
- **Tapestry App:** Animated GIF stories to highlight the app's power as a storytelling medium

HARVEST

Product Designer, 2011 – 2013

- Developed new, and improved old, interactions and workflows for the Harvest application
- Designed a Chrome extension for seamless Harvest time tracking in Basecamp and Trello
- Branded, illustrated, and animated the WalkaboutNYC website and promotional materials
- Produced Harvest swag, including tote bags, posters, t-shirts, and stickers
- Redesigned internal project management tools

BONNIER CORP

Web Designer, 2007 – 2011

- Led design on editorial websites including warrenmiller.com and mentorseries.com
- Conceptualized interactive games, widgets, and logos
- Illustrated editorial content for articles and iconography for tool widgets

PENGUIN GROUP (USA)

Web Designer, 2006 – 2007

- Designed and developed unique sites for book releases and author tours
- Animated book trailers using illustrations, photography, and Adobe After Effects
- Print work included a twenty page holiday catalog and company promotions

UNIVERSITY OF PENNSYLVANIA

College of Arts and Sciences

BA in Fine Arts, Cum Laude

Emphasis on animation & graphic / web design

- Dean's List
- Kelly Senior Research Grant recipient

SCHOOL OF VISUAL ARTS

Continuing Education, 2009 – Current

Coursework: Data narratives, silkscreen, letterpress, storytelling, independent comics

DESIGN & DEVELOPMENT SKILLS

Adobe Creative Suite, Sketch, Sublime Text 2
HTML, CSS / Sass

MIXED MEDIA SKILLS

Adobe After Effects, Final Cut Pro

RECOGNITION

- MoCCA Arts Festival Award of Excellence, 2013
- Society of Illustrators Comic & Cartoon Art Annual, 2014 & 2015

COLLECTIONS

My handmade silkscreen books have been acquired by the Brooklyn Museum Library, SVA Library, and Columbia University's Rare Book and Manuscript Library.