

JOOYONG KIM

ANIMATOR / DESIGNER / ART DIRECTOR

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Senior Motion Graphics Animator, Designer & Art Director with 20 years of experience translating complex concepts into high-impact, high-quality animated content for top-tier global brands. Proven track record of leading creative projects from concept to completion, managing cross-functional communication between technical and creative teams, delivering pieces on time.

PROFESSIONAL EXPERIENCE

SENIOR MOTION GRAPHICS ARTIST / 2006 –

Project & Resource Management: Direct and implement end-to-end motion graphics and broadcast design projects from conception through launch, consistently meeting tight deadlines, managing budgets, and exceeding client quality expectations.

Cross-Functional Collaboration: Partner effectively with executive clients, creative directors, and cross-functional teams to align complex technical/business requirements with brand strategies, maximizing public exposure and engagement.

Vendor & Asset Management: Source, evaluate, and manage outside resources, technical vendors to enhance creative output, ensuring seamless asset delivery and alignment with project milestones.

Creative Execution: Plan, organize, and create cutting-edge 2D & 3D animation pieces, storyboards, and motion studies for commercial projects and major broadcast network rebranding.

SELECTED ACHIEVEMENTS

GLOBAL BRAND CAMPAIGNS:

Successfully delivered high-profile graphics packages and opening animations for industry leaders including Apple, Snapchat, Meta, NFL and Fox Sports, ensuring 100% accuracy in brand standards.

NETWORK REBRANDING:

Developed the comprehensive on-air visual identity, graphics package for Revolt TV, FOX Sports, NFL including show packages, open animations, and promotional content.

HIGH-IMPACT VISUALS:

Created advanced motion assets and promotional content integrated into digital platforms for Amazon, Starbucks, Instagram, and YouTube, driving measurable audience engagement

Short list of Clients includes:

72 & Sunny / AKQA / Amazon / Apple(Marcom) / Buck / Compadre / Company3 / Deviants LA / Digital Kitchen / DirecTV / Deviants / Live Animals Inc / ESPN / Eyeball NYC / Fox Sports / Fuse Interactive / Google / Gnet / Hornet / Imaginary Forces / Instagram / Laundry! / Locan & Sons / Loyalkaspar / MTV / Meta / Method Studio / NGTV / National TV / Oishii Creative / Prologue Film / PSYOP / REVOLT TV / Gentleman Scholar / SuperFAD(LA & Seattle) / Shilo / Stardust(Los York) / Starbucks / The Famous Group / Transistor Studio(NYC) / Troika / Youtube

EDUCATION

Bachelor's Degree in Digital Media, 2001-2006
Otis College of Art & Design, Los Angeles.