

HI, I'M  
KIM KU

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## EXPERIENCE

### BONNIER CORPORATION

Web Designer | Apr 2009 – Present  
[www.warrenmiller.com](http://www.warrenmiller.com)  
[www.mentorseries.com](http://www.mentorseries.com)

- Lead design on 5+ high-volume websites including [warrenmiller.com](http://warrenmiller.com) and [mentorseries.com](http://mentorseries.com)
- Enhance site usability by pinpointing user drop off and clarifying information architecture
- Conceptualize interactive games, widgets and logos
- Collaborate with back-end developers to troubleshoot and QA test sites

### PARENTING.COM

Web Designer | Sept 2007 – Apr 2009  
[www.parenting.com](http://www.parenting.com)

- Design garnered a Digital Award for Best Web-Only Tool and two Webby nominations
- Relaunched Parenting.com with new look & feel and optimized user experience
- Improved e-newsletter open rates by performing and analyzing A/B testing
- Illustrated iconography for tool widgets, page headers and blog titles

### PENGUIN GROUP (USA)

Freelance Designer | Ongoing  
[www.penguin.com/thepenguindozen](http://www.penguin.com/thepenguindozen)  
[www.theskyiseverywhere.com](http://www.theskyiseverywhere.com)

Web Designer | Jun 2006 – Sept 2007  
[us.penguin.com/youngreaders](http://us.penguin.com/youngreaders)

- Designed and developed unique sites for over ten book launches
- Animated book trailers using hand drawn techniques, photography and Adobe After Effects
- Produced e-newsletter campaigns with compliance testing on all major mail clients
- Spearheaded the Penguin Young Readers and Complete Idiot's Guide website redesigns
- Established brand identities for various Penguin properties including the Penguin Podcast
- Print work include a twenty page holiday catalog mailer, promotional hand fans and flyers

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## TECHNICAL

### DESIGN SOFTWARE

Adobe CS5 Photoshop, Illustrator, InDesign, Fireworks, Flash, Dreamweaver, Quark Xpress

### MULTIMEDIA SOFTWARE

Adobe After Effects, Lightroom, Alias Maya, Google Sketchup, Final Cut Pro

### WEB SKILLS

HTML5, CSS3, PHP, SEO(Search Engine Optimization), Cross-browser testing and debugging, JQuery, Actionscript, MySQL

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## EDUCATION

### UNIVERSITY OF PENNSYLVANIA

College of Arts and Sciences | May 2006

BA Fine Arts, Cum Laude

Emphasis in stop motion animation & graphic/web design

Dean's List 2004 – 2006, Kelly Senior Research Grant recipient

### SCHOOL OF VISUAL ARTS

Continuing Education | 2009 – present

Coursework include perspective drawing, storytelling and creating independent comics