

KIM SUNGWOOK

Graphic Designer



HELLO IM KIM SUNGWOOK!

A concept-driven branding and advertising designer specialising in structured visual systems and campaign development.

My work focuses on translating cultural and emotional insights into clear, intentional design outcomes that engage audiences in subtle yet effective ways.

I aim to create work that not only looks refined, but functions meaningfully within real-world marketing contexts.

Education

LASALLE COLLEGE OF THE ARTS

Diploma in Design for Communication and Experiences
2021-2026

Internship

BRAVO

Developed Taste of the Pipe, a concept-driven branding project during a marketing internship.

Led the visual direction and campaign development, translating a satirical narrative into a cohesive brand identity and promotional materials.

Explored how exaggerated luxury positioning can be used to critique consumer culture, while maintaining a visually refined and engaging output.

2025 AUG-2025 DEC

oz09877@gmail.com

+65 8962 5568

Industry Knowledge

Branding & Identity Systems
Campaign Development & Visual
Storytelling
Consumer Behaviour & Cultural
Insights
Marketing & Advertising
Communication
Concept Development & Strategic
Thinking

Tools & Technologies

Figma, Framer, Photo Shop, Illustrator
In Design

Other Skills

Drawing, After Effect, Premiere

Languages

Korean (native)
English (professional)

Social

<https://wookportfolio.framer.website/>
<https://www.linkedin.com/in/sungwook-kim-a2311b375/>
<https://www.instagram.com/ne.stit/>