Seho Kim

SENIOR CREATIVE DIRECTOR · BRAND, DIGITAL & VISUAL STORYTELLING

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PROFILE

Creative director with 22 years leading brand, publications and digital communications for The Korea Society, the New York nonprofit dedicated to U.S.–Korea relations.

EXPERIENCE

The Korea Society

New York · 2004–Present

Senior Creative Director — Feb 2024–Present

- Lead communications strategy and brand standards for five program areas; the President's media spokesperson.
- Led the koreasociety.org redesign, UX and hosting migration.
- Direct the award-winning annual report.
- Grew the Korean Language Program via the Cross-Cultural Leadership Initiative.
- Launched Ask TKS, an AI knowledge platform for the multimedia archive.
- Brought generative AI into design, marketing and video workflows.
- Mentor staff; manage agencies, vendors and print, digital and consulting budgets.

Creative, Gallery & Film Program Director — Mar 2004–Feb 2024

- Built the creative function from print into web, social, video and podcasts.
- Gallery exhibitions with the Donghwa Cultural Foundation (2014–2018).
- NY Korean Film Festival with the NY Asian Film Festival (2013–2017).
- Designed for events honoring Presidents G.H.W. and G.W. Bush, Colin Powell and Henry Kissinger.
- Directed award-winning annual reports, print production and vendors.

EARLIER EXPERIENCE

Web Designer — W Hotels The Store / Platform Consulting Group — 2003
Designed and managed the W Hotels The Store website.

Instructor & B.F.A. Advisor — Parsons School of Design — 2001–2003
Taught web design (including Ewha Womans University exchange students) and Flash animation; advised Digital Design B.F.A. students.

Illustrator & Junior Author — Go for Kids, Yutopian — 1998–2001
Illustrated 427 comic-strip panels for a children's introduction to the game of Go.

Freelance Designer & Illustrator — 1998–2001
Books, logos and posters for clients including UNICEF.

RECOGNITION

ARC Awards
2018, 2020–2025

LACP Vision Awards
2007, 2008, 2017–2024

Inspire, Spotlight, American Design & Magellan Awards
2005–2006

EDUCATION

MFA, Design and Technology
Parsons School of Design
Student Commencement Speaker

BFA, Illustration
Rhode Island School of Design

EXPERTISE

Creative Direction
Brand Strategy
Art Direction
Visual Storytelling
Digital Strategy
Publication Design
Web Design
Illustration
Team Leadership

TOOLS

Adobe Creative Suite
Canva
WordPress & Joomla (CMS)
HTML & CSS
Neon CRM
AI: Claude, ChatGPT, Gemini, Adobe Firefly
AI video: Runway, Kling