

# DAYOUNG KIM

*Creative Director | Fashion Designer | Digital Artist*

A multi-talented Creative Director and Fashion/Apparel Designer with over 15 years of experience at the intersection of fashion, digital art, and brand strategy. Recognized for pioneering contributions to the fashion industry, including significant work in NFT art creation and collaborations with global fashion brands. Adept at leading design projects from conception to market, with a deep understanding of cultural trends, digital innovation, and consumer engagement. Fluent in English, Korean, and Spanish.

## CORE COMPETENCIES

Fashion/Apparel Design & Illustrations  
Art Direction & Concept Development  
NFT & Digital Asset Creation  
Brand Strategy & Identity  
Trend Forecasting & Consumer Insights  
Print Pattern Development & Color Theory  
Expertise in Manufacturing Process  
Adobe Creative Suite Proficiency  
Cross-Functional Collaboration  
Project Management & Creative Problem Solving

## PROFESSIONAL EXPERIENCE

*Art Director | Illustrator, Artified Goods; Portland, OR (2023-Present)*

Initiated and defined the brand's artistic direction, translating visions into compelling print patterns for a diverse range of products  
Orchestrated successful launches for each collection, from conceptualization to illustration, enhancing brand recognition and market reach  
Developed color palettes and print patterns, ensuring cohesive and on-trend designs

*Art Director | Resident Artist, Mavion (2021-2022)*

Conceptualized and developed groundbreaking NFT collections, driving digital engagement and brand growth  
Executed over 250 digitally hand-drawn illustrations, merging traditional artistry with digital platforms for both NFTs and physical merchandise  
Fostered collaborations with iconic brands,

notably Rebecca Minkoff, expanding the brand's footprint in digital fashion  
Played a pivotal role in community building, especially in web3 spaces, through educational initiatives and direct engagement

*Co-Founder | Creative Director | Head Designer, Moirai; Portland, OR (2016-2021)*

Spearheaded the launch of a women's RTW brand, crafting a comprehensive business strategy, brand identity, and market positioning  
Set collection concepts, leading design from ideation to final production and quality control  
Conducted trend forecasting, market research, and analysis, translating insights into design, fabric, and trim selection  
Created detailed tech packs and led fitting sessions, collaborating with textile manufacturers and vendors to select sustainable fabrics  
Managed end-to-end production, sales, and marketing efforts, establishing Moirai as a significant player in the local and international fashion scene

*Co-Founder | Head Designer, Ryul+Wai; Seoul, Korea (2008-2012)*

Drove brand concept and market strategy, leading to 30% annual sales growth through trend-sensitive and innovative designs  
Developed seasonal and capsule collections, overseeing design, textile selection, tech packs, and manufacturing process  
Conducted pattern drafting/draping for samples, resulting in 50% reduction in seasonal budget  
Promoted brand through trade shows and runway presentations, managing budget and profitability

## ADDITIONAL EXPERIENCE

Freelance Wardrobe Stylist (2014-2016)  
Guest Columnist, Magazine Lady Kyung-Hyang; Seoul, Korea (2009)  
Fashion Design Internship, Derercuny Samsung Fashion Milano; Milan, Italy (2007)

## EDUCATION

- BA in Fashion Design, Samsung Art and Design Institute; Seoul, Korea (2005-2008)
- Spanish Language Program, Alliant International University; Mexico City, Mexico (2004)
- BA in Fashion Design (incomplete), Academy of Art University; San Francisco, CA (2002-2003)

## HONORS & ACHIEVEMENTS

- SuperRare "Invited" NFT Artist (2022)
- "Goddess" NFT Exhibition by Eye of The Huntress x SuperRare x some.place (2022)
- Project Runway Season 18, Bravo TV (2019)
- Fashion Feud Finalist, Portland, OR (2011)
- Emerging Fashion Designer of the Year, Seoul Metropolitan Government (2009)
- Project Next Designer Winner, SBS Korea (2008)