

Jane Kim

Designer & Senior Art Director

About

Bay Area-based Senior Art Director with 13+ years of experience shaping visual identities, campaigns, package design, and brand experiences for CPG brands. Skilled at translating strategy into distinctive creative direction, scalable visual systems, and cohesive 360° campaigns—from concept and photography through production and execution. Known for a keen eye, strong visual storytelling, and the ability to lead cohesive creative across traditional and digital touchpoints.

Programs

Adobe Creative Cloud

- Photoshop
- Illustrator
- InDesign
- After Effects

Figma

Lightroom

Bynder

Wrike

Pikes AI

Microsoft Suite

Contact

For access to my latest work and freelancing inquiries, please reach out at iamjanekim85@gmail.com

Check out my portfolio at
www.iamjanekim.com

Experience



Senior Art Director

OLLY, PBC

July 2022–September 2026

- Led creative direction and execution for integrated campaigns, translating brand and product strategy into cohesive visual systems, and storytelling across multiple touchpoints.
- Directed photography and campaign development from concept through production and launch, partnering with Brand, Marketing and E-comm teams.
- Collaborated with cross-functional teams to deliver distinctive brand experiences across retail, print, OOH, and digital channels.

Senior Designer

March 2019–July 2022

- Led packaging design across OLLY's product portfolio, translating brand strategy into distinctive, cohesive packaging systems that balanced the brand's playful identity with product differentiation, clarity, and consistency.

Graphic Designer

February 2017–February 2019



Packaging Designer

Banana Republic

September 2016–February 2017



Graphic Designer

Enlisted Design

April 2013–September 2016

Education

Academy of Art University

BFA, Graphic Design (2007–2012)