ASHLEY KIM

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New York, NY
ashleykim.work

EDUCATION

Parsons School of Design, BFA
Communication Design

SKILLS

Adobe Photoshop
Adobe Illustrator
AfterEffects
Indesign
Figma
Google Gemini
Adobe Firefly
ChatGPT
Microsoft Office Suite
Google Workspace
Adobe Creative Suite
Canva
Time management
Communication
Teamwork

LANGUAGES

English
Korean

EXPERIENCE

Tarte Cosmetics

Digital Designer
New York 2026—present

- Initiate, review and deliver 500+ performance-based digital banner assets annually collaborating closely with the acquisitions team, supporting high-impact promotions.
- Lead creative concepts and end-to-end design execution for new product launch PDPs, ensuring visual storytelling accurately reflects product benefits and brand positioning across web and TikTok Shop experiences.
- Manage ownership of all internal/external communication and SMS/MMS campaigns from conception to final distribution to support product launches and promotional moments, ensuring cohesive visual storytelling across CRM touch points.
- Design site overlays and promotional UI elements for key sales events to drive engagement and conversion across e-commerce platforms.
- Partnered with fellow designers to independently lead the creative development and execution of the Holiday 2026 PDP campaign, presenting concepts to leadership, incorporating feedback, and communicating design decisions through team meetings and presentations.

Junior Digital Designer
New York 2023—2026

- Spearheaded the visual redesign of the firm's website, streamlining the visual transition to the Shopify platform, modernizing the entire site's layout, and elevating user interface and user experience.
- Drove the launch of Amazon as a new sales channel, delivering creative assets across both soft and hard launch phases and generating $4.5M in revenue on $1.4M in spend, achieving a 3.12 ROAS during Prime Day.
- Partnered with the managers and directors of the acquisitions team on the introduction, enhancement, and implementation of 300+ performance-driven digital banner assets across paid media channels, contributing to $3.4M in revenue during Friends & Family promotions and $2.6M during Cyber Preview campaigns in 2025.
- Designed PDP creative for new product launches, including ST Blur Stick and Melt Mask. Bundle PDPs drove 65%-87% of total units sold, with ST Blur Stick bundle ranking #5 on TikTok Shop.
- Adapted quickly to expanded responsibilities across TikTok Shop, retail partners (Ulta, Sephora), and e-commerce channels following team changes, maintaining design support during a high-volume, fast-paced season.

WearLively, Graphic Design Intern

New York 2022—2023

- Develop and execute integrated marketing campaigns, including end-to-end content creation for email and SMS/text marketing initiatives.
- Collaborate cross-functionally with advertising, product development, and brand management teams to ensure consistent brand identity across all digital touch points.
- Design and produce high-quality visual assets for digital platforms and select print media, aligning with campaign objectives and performance goals.
- Create compelling visual content form concept to final delivery using Adobe Creative Suite, with a primary focus on Photoshop or digital design execution.