



GYURI KIM

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Interdisciplinary designer based in London, dedicated to heartfelt design that transforms challenges into meaningful experiences through innovative, playful solutions fostering genuine connections.

WORK EXPERIENCE

Immersive Web Design Intern, Cozmos, London

November 2023 - February 2024

- Designed immersive websites for client projects using Cozmos' proprietary tool, showcasing creative use of visual storytelling and interactivity.
- Established a comprehensive component library and brand design system to ensure visual and functional consistency across client brands, amplifying brand experiences.
- Created innovative design templates, including visual assets and content, with a strong call to action that drove product engagement.
- Collaborated with the product development team by providing feedback and testing, offering usability insights.

EXHIBITION

Soil, Toil & Table, Lethaby Gallery

December 2024 - January 2025

- Selected to showcase *Plantag*, an interactive ornament that creates a tactile connection to the process of plant care, strengthening users' bond with plants.
- Developed an interactive design solution, ensuring its experience is creative and innovative, along with the visual identity through a curated colour palette and logo.

Shoreditch Arts Club Screening Event

June 2023

Developed two projects, *Vlooming* and *Johari Window*.

- *Vlooming* is a series of 3D motions, including *Blue Petal* and *Coral Tree*, designed to connect with the unconscious and promote spiritual well-being, offering a meditation experience adaptable to mobile, hologram, and offline formats.
- *Johari Window* is a collaborative short film that visually represents the four aspects of self-awareness (Open, Hidden, Blind, Unknown) from the Johari model, illustrating pathways to interpersonal connection.

Central Saint Martins Graduation Showcase 2023

June 2023

- Showcased '*Beyond Rainbow Bridge*,' an interactive platform offering a therapeutic experience for individuals coping with pet loss through customised AI photomontages.
- Developed UX copy and visual identity to deepen emotional connection with the AI-generated images, evoke nostalgia, and create a comforting experience.

PROJECTS

TFL X CSM: Design for a Sustainable City

October 2020 - November 2020

- Conducted surveys and user interviews to uncover key barriers for non-cyclists, pinpointing safety concerns and limited road etiquette as significant deterrents.
- Proposed and developed a new service for the Santander Cycle App that integrates sensors on bikes and cars to alert users when vehicles are close.
- Designed the user interface and branding for this service on the Santander Cycle App, including the welcome screen and real-time notification system.

EDUCATION

CENTRAL SAINT MARTINS, LONDON, UK

BA GRAPHIC COMMUNICATION DESIGN
2019-2023

LONDON COLLEGE OF FASHION, LONDON, UK

HIGHER EDUCATION FOR FASHION
2018-2019

TECHNOLOGIES

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere Pro

Adobe After Effects

Cinema 4D

Figma

LANGUAGES

English, Korean