




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 that fosters 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.
- Developed adaptable layouts with clear call-to-action elements, enhancing usability and productivity.
- Created innovative design templates including visual assets and content development, which elevated the immersive experience and drove product engagement.
- Collaborated with the product development team by providing feedback and testing, offering usability insights.

EXHIBITION

Central Saint Martins Graduation Showcase 2023

June 2023

- Showcased *'Beyond Rainbow Bridge,'* an interactive platform helping individuals cope with pet loss through customised AI photomontages.
- Developed UX copy to deepen user interaction and emotional connection between personal memories and AI-generated images.
- Designed a distinct visual identity and user interface to evoke nostalgia and support emotional healing, creating a fantastical, comforting experience.

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*, fostering a connection with the unconscious and finding spiritual well-being. Drawing inspiration from aquarium therapy, these visual motions offer a serene 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. The project was developed with artists Gyuri Kim, Dain Jeong, Polly Cho, and Hyelim Kim.

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