

Hae Yuon Kim

Tobi Designs
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Summary

As Principal and Creative Director of Tobi Designs, I have over 30 years of experience in print publications creating pieces from concept to final printed product. My experience includes branding, concept, photo and illustration art direction, page design, copywriting/editing, project and production management. I've helped organizations of all types engage with their audiences and stakeholders through annual reports, books, magazines, newsletters, catalogs, and brochures.

Experience

Mission Critical Creative, Novato 2017 - present PARTNER AND CREATIVE DIRECTOR

Co-founder of creative agency serving Bay Area organizations whose mission is to improve lives.

Tobi Designs, Oakland 1995 - present FOUNDER, PRINCIPAL AND CREATIVE DIRECTOR

Creative direction and design of all client projects. Supervise copywriting, editing, design, and production. Art direction of photographers and illustrators. Project management from concept to delivery. Supervised business development, managed client accounts, created and managed production schedules and budgets.

Clients include: Alameda County Employees' Retirement Association, California Society of CPAs, Chronicle Books, Hoover Archives, Nina Designs Inc., and San Francisco Opera

Macworld Communications, San Francisco 1988 - 1995 DESIGNER

Designed award-winning feature articles, conceptualizing and implementing high design standards. Supervised design staff of five while Senior Designer was out on maternity leave. Worked with editorial staff and vendors to meet deadlines. Worked with the Design Director on re-designs in 1991 and 1993. Directed the creation of templates and a design specifications book. Also trained the design staff in the implementation of the new design.

Other titles held at Macworld: Associate Designer, December 1990–June 1991; Senior Design Associate, October 1989–December 1990; Design Associate, May 1998–October 1989.

Education

Stanford University, California

Bachelor of Arts in Painting and Printmaking, June, 1985. Studied with Frank Lobdell and Nathan Oliveira. Coursework included photography and art history.

Affiliations

Graphic Artists Guild Northern California Chapter Treasurer 2001–2006, Northern California Chapter President 1999–2000, Chair of the Publications Committee and Editor of Chapter Newsletter 1995–2000

Awards / Annuals / Other

Graphis Annual Report Design—Gold Award • Graphis Annual Report Design—Silver Award • Print's Regional Design Annual—Award of Excellence for feature opening spread • Society of Publication Designers—Publication of two opening layout spreads • National Magazine Awards Nomination—Best overall magazine design • Work Exchange with Arnold Design, May–June 1992—Worked primarily on *Macworld Schweiz* in Swiss design studio, Stäfa, Switzerland • Maggie's Awards Nomination—Best Color Editorial Opener Category • Chicago Business Press Association—1st Place Award, Opening Page Category • Typographic Design Annual—Publication of opening layout spread