

Personal Info

Jimin Hong

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***Portfolio**
<http://jiminh.com>

Education

MFA	2013.05 - 2016.02	Kookmin University, Graduate School of Techno Design Brand Design
BFA	2008.09 - 2012.05	School of Visual Arts Graphic Design
Mid/High School	2002.09 - 2008.05	Bangkok Patana School International Baccalaureate

Experience

2023.08 -

CJ ENM

Artist Division, Music Production

- Creating creative contents for artists (Human IP)
- Discovering visual ideas and themes for the artist
- Setting themes and concepts for all contents;
including Music Videos, Photos and all media contents

2016.01- 2022.08

INNOCEAN WORLD WIDE

Senior Art Director

- Creating creative campaigns for corporate brands
- Discovering insights and ideas for brand campaign
- Setting themes and concepts for all contents
- Giving Art directions for Brand films and TVC/Digital films
- Creating brand guidelines for various prints and digital contents
- Creating Key Visual images for various medias

Global Clients:

- Hyundai Motor Group
- Genesis
- LG Electronics
- MUSINSA

Other Clients:

- Kia Motors
- Hyundai Card
- SKTelecom
- Hyundai I Marine & Fire insurance
- Bucket Place, Today's House
- Donga-Otsuka, Ulos
- Uniqlo

2014.06 - 2014.12

SAMSUNG ART FOUNDATION, PLATEAU

Exhibition Designer, Intern/Part-time

2012.06 - 2013.06

CHANCE Magazine

Graphic Designer

Projects

2023.08–Present CJ ENM

2023.08–Present

Music Production

[CJ ENM, Music Division, Music Production]

[K–Pop Group ZEROBASEONE]

3RD/4TH/5TH MINI ALBUM

1ST JAPANESE EP ALBUM

↳ Visual Directing for artist ZEROBASEONE

↳ Coming up with visual ideas and themes for new albums

↳ Visual Directing Photoshoots, Music Videos

↳ Directing post-productions

↳ Visual Directing for media contents such as Advertisements, Magazines and others

↳ Visual Directing for concerts, awards stage and all other music stages

Projects

2016.01–2022.08 INNOCEAN WORLDWIDE

2020.06–2022.08	HYUNDAI MOTOR GROUP, Global	<p>HYUNDAI X BTS</p> <p>2022 [HYUNDAI X BTS QATAR WORLDCUP Yet to come]</p> <p>2021 [HYUNDAI X BTS SPECIAL FILM]</p> <p>2020 [HYUNDAI X BTS I'm on it]</p> <ul style="list-style-type: none"> ↳, Coming up with creative ideas, themes, and campaign messages for the campaign ↳, Finding visual ideas and concepts for the campaign ↳, Art directing all content related to the campaign ↳, Coming up with visual ideas for the Key Visual ↳, Directing photoshoots and post-production ↳, Designing layouts for various Prints, digital content, and OOH <p>HYUNDAI X BOSTON DYNAMICS</p> <p>[HYUNDAI X BOSTON DYNAMICS Welcome to the Family with BTS]</p> <p>[HYUNDAI X BOSTON DYNAMICS As mobility evolves so does humanity]</p> <ul style="list-style-type: none"> ↳, Coming up with Manifesto film idea and concept ↳, Creating the film storyboard and the message ↳, Designing main Key Visual
2021.06–2021.10	GENESIS, Global	<p>[GV60: Plug into your senses Launching campaign]</p> <ul style="list-style-type: none"> ↳, Coming up with the main creative idea for the campaign ↳, Art directing TVC and Unveiling show films ↳, Creating campaign's main Key Visual ↳, Directing the Virtual studio photoshoot and the post-production ↳, Designing layouts for various Prints
2016.03–2022.05	KIA MOTORS	<p>[2016–20 Launching campaigns for KIA car brands]</p> <p>2016 NIRO</p> <p>2017 ALL NEW MORNING</p> <p>2018 ALL NEW K3</p> <p>2018 SPORTAGE THE BOLD</p> <p>2020 New Life Platform SORENTO</p> <p>2020 MORNING URBAN</p> <ul style="list-style-type: none"> ↳, Coming up with a creative theme and message for the campaign ↳, Art directing all content related to the campaign ↳, Developing visual themes and storyboard for the Teaser and TVC films ↳, Creating extra films; digital usage ↳, Coming up with visual ideas for the Key Visual and Promotional images ↳, Directing the photoshoot and post-production ↳, Designing layouts for various Prints, digital content and OOH ↳, Designing car taglines and logos
2021.08–2021.10	LG Electronics, Global	<p>[LG Ultra Large TV Series campaign]</p> <ul style="list-style-type: none"> ↳, Finding insights and coming up with creative ideas and messages for the campaign ↳, Art directing all content related to the campaign ↳, Finding visual ideas and concepts, developing a storyboard for the film ↳, Key Visual; Directing post-production and designing layouts for various Digital banners
2022.06–2022.08	MUSINSA, Global	<p>[Musinsa Global Launching campaign]</p> <ul style="list-style-type: none"> ↳, Coming up with creative ideas, themes, and campaign messages for the campaign ↳, Art directing all content related to the campaign ↳, Coming up with visual ideas for the Key Visual and Manifesto content ↳, Photo edit and designing layouts for various Prints, digital content and OOH

Projects

2016.01–2022.08 INNOCEAN WORLDWIDE

2019.04–2022.03	Hyundai Marine&Fire Insurance	<p>[2019 Hyundai Marine & Fire Insurance Corporate PR campaign]</p> <ul style="list-style-type: none"> ↳ Coming up with creative theme and message for the campaign ↳ Developing story board for 2 TVC films <p>[2022 Hyundai Marine & Fire Insurance Corporate PR campaign]</p> <ul style="list-style-type: none"> ↳ Coming up with a creative theme and message for the campaign ↳ Developing story board for a TVC film ↳ Coming up with visual ideas for the Key Visual and Promotional images ↳ Directing the photoshoot and post-production ↳ Designing layouts for various Prints, digital content and OOH
2021.04–2021.05	HYUNDAI CARD	<p>Hyundai Card X E Bay Smile Card Digital campaign</p> <ul style="list-style-type: none"> ↳ Creating Digital contents (Photo-play, images) ↳ Coming up with visual ideas for each card designs ↳ Directing the photoshoot and post-production ↳ Designing layouts for various Prints, digital content and OOH
2020.11–2021.03	FREDIT	<p>[First launching campaign for Organic mall app Fredit, HY Group]</p> <ul style="list-style-type: none"> ↳ Coming up with a creative theme and message for the campaign ↳ Art directing all content related to the campaign ↳ Developing visual themes and storyboard for the TVC films and 5-sec digital films ↳ Coming up with visual ideas for the Key Visual and Promotional images ↳ Directing the photoshoot and post-production ↳ Designing layouts for various Prints, digital content and OOH
2020.12–2021.02	Today's House	<p>[First campaign for Today's House]</p> <ul style="list-style-type: none"> ↳ Coming up with a creative theme and message for the campaign ↳ Art directing all content related to the campaign ↳ Developing visual themes and storyboards for the TVC films and 5-sec digital films ↳ Coming up with visual ideas for the Key Visual and Promotional images ↳ Directing the photoshoot and post-production
2019.04–2019.06	UNIQLO	<p>[Uniqlo product digital promotion]</p> <ul style="list-style-type: none"> ↳ Art directing all content related to the campaign ↳ Developing visual themes and story board for a digital film ↳ Directing the photoshoot and post-production
2017.01–2019.01	ULOS	<p>[2017–19 ULOS promotional campaign]</p> <ul style="list-style-type: none"> ↳ Coming up with a creative theme and message for the campaign ↳ Art directing all content related to the campaign ↳ Developing visual themes and storyboard for the TVC film ↳ Coming up with visual ideas for the Key Visual and Promotional images ↳ Directing the photoshoot and post-production ↳ Designing layouts for various Prints, digital content and OOH
2017.04–2018.11	SKTelecom	<p>[2017 SKT Corporate PR campaign]</p> <ul style="list-style-type: none"> ↳ Coming up with a creative theme and message for the campaign ↳ Art directing all content related to the campaign ↳ Coming up with visual ideas for the Key Visual and Promotional images ↳ Directing the photoshoot and post-production ↳ Designing layouts for various Prints, digital content, and OOH <p>[2018 SKT IphoneXs promotional campaign]</p> <ul style="list-style-type: none"> ↳ Coming up with a creative theme and message for the campaign ↳ Art directing all content related to the campaign