Diana (Yuhan) Kim

hire me!

VANCOUVER, BC | RESUME EDITION, FALL 2026 | SEOUL TO VANCOUVER | DESIGN AND SOCIAL MEDIA

LEAD STORY

A designer who started in the business brief.

New Media Design and Web Development student at BCIT with four years of product and project management for consumer brands in Seoul. I design brand systems, social and print assets, and UI, and I keep files, schedules and details in order.

Selected projects

Banju, restaurant menu and promotional design — CLIENT WORK, 2026

- Redesigned a 16 page menu for a Korean restaurant in Illustrator, InDesign and Photoshop, replacing the earlier Canva menu.
- Photographed and edited the dishes, translated the menu, and worked with the three owners to choose signature dishes.
- Designed posters for the storefront, the dining room and Instagram. The menu is printed and in daily use.

First7, mobile app UI — BCIT, TEAM OF THREE

- Sole designer on the team: built the component library, design system and interactive prototype in Figma.
- Shared the user research with teammates and ran a survey to inform the design.

K-Sip to Taste Together, app concept — BCIT

- Tested the prototype with Maze and reworked the concept based on what users did.

Rootly and Fruity Lab, brand identity systems — BCIT

- Rootly: presented two identity directions to the instructor acting as client and developed the chosen one.
- Fruity Lab: built a full brand system in Graphic Design for New Media.

Portfolio website, The Diana Dispatch — 2026

- Designed and built a newspaper themed portfolio site with HTML, CSS and JavaScript.

Experience

Server — CURRENT

Banju, Vancouver, BC

- Trusted with opening, closing, end of day cash out and training new staff.

Project Manager — JUNE 2022 TO AUGUST 2023

Brand Works Korea Inc. (CJ ENM affiliate), Seoul

- Led client projects on the overseas sourcing team from planning to delivery.
- Kept clients and stakeholders aligned, tracked timelines and reported progress.

Product Manager — DECEMBER 2019 TO MAY 2022

INTECH & Company Inc. (Microsoft distributor), Seoul

- Managed Xbox digital game products sold through Hi-Mart, Naver Store, Emart and Interpark: SKU registration, cost and margin, release scheduling, promotions and sales analysis.
- Took part in the Xbox Series X|S launch marketing and sales as a junior team member.
- Designed and produced the Halo Infinite gift set sent to 100 preorder customers.

CLIP AND KEEP

Contact

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Portfolio
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LinkedIn
linkedin.com/in/yuhan-kim-8118813b3

Education

British Columbia Institute of Technology

New Media Design and Web Development

SEPTEMBER 2025 TO MARCH 2027 (EXPECTED)

Alexander College

Associate of Arts coursework, International Business

JANUARY TO DECEMBER 2024

Skills

Design tools
Figma (components, design systems, prototyping), Illustrator, Photoshop, InDesign

Visual and social
Social media assets, posters, menu and editorial layout, brand identity, photo editing

UI and UX
User research, surveys, usability testing with Maze, wireframes, prototypes

Web
HTML, CSS, JavaScript

Working style
Scheduling, documentation, coordinating with clients, retailers and teammates

Languages
English, Korean