

Dasollee Kim (Das)

Senior Brand Designer · Creative Strategist

Toronto, Canada · hello@dasolleekim.com · dasolleekim.com · linkedin.com/in/dasollee-kim-8214b290

Visual storyteller building brands that perform, not just pose. Ten years across brand positioning, performance creative, and web — bridging the whole digital lifecycle from first click to checkout.

■ EXPERIENCE

Inflection Growth — Creative Strategist / Senior Designer

2024–2026 · Toronto

Creative lead on DTC accounts including Omie, Kappa USA, AeroPress, Dyper, OROS and MILKY.

- **Creative strategy & direction** — Built ad creative strategies against each client's business objectives, stepping into a new brand's language and backing the work with account data.
- **Brand identity** — Led full-cycle branding and repositioning projects, from concept and messaging framework through to the visual system.
- **Performance creative** — Shipped three to five new concepts a week, holding to brand guidelines while testing untapped angles. On a repositioned account, blended ROAS moved 0.65 → 4.46 and cost per purchase \$432 → \$102.
- **Art direction & production** — Directed photography and creator content — moodboards, casting, briefs and final selects — and shot product myself when the schedule called for it.
- **E-commerce & CRO** — Translated UX audit findings into design changes across Shopify storefronts; a rebuilt theme and PDP delivered +38% conversion rate and +68% AOV.

LUS Brands — Senior Designer

2020–2023 · Toronto

Multimedia Designer, 2019–2020. In-house on a DTC haircare brand.

- Partnered with the growth team on CRO and with engineering on the storefront, building a Shopify front-end alongside a single developer.
- Owned campaign vision and every marketing material that carried it, across all channels the brand ran.
- Shot product, designed ads, and produced social graphics, email campaigns and long- and short-form video.

Freelance — Graphic Designer

2017–2019, 2023–2024 · Toronto

- Identity, print and social design commissions for small businesses and independent clients.

The Rumie Initiative — Web & Android UI Designer

2016–2017 · Toronto

Education Designer, 2014–2016. Education technology nonprofit.

- Designed the interface and experience for Rumie LearnCloud, the nonprofit's education platform.
- Wore every hat on a small team: web design, Android UI, video production, company branding and pitch decks.

■ SKILLS

BRAND

Brand strategy · Positioning · Messaging frameworks · Identity systems · Typography

PERFORMANCE

Paid social creative · Creative testing · Art direction · Creator & UGC direction

DIGITAL

Shopify themes & PDP design · Landing pages · CRO · HTML / CSS

TOOLS

Photoshop · Illustrator · Figma · CapCut · Premiere Pro · Shopify · Higgsfield · Claude · Monday.com · Canva

■ EDUCATION

George Brown College — Advertising Design

2009-2012 · Toronto