

KORI LIN

Creative director with 7+ years of experience elevating design standards with data-backed visuals, leading high-performing teams, and scaling global brands across beauty, healthcare, fragrance, financial service, and more.

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Superbolt New York, NY

Head of Design *July 2025–Present*

Lead and mentor a 9-person design team and a portfolio of 25+ clients with a yearly media budget of \$36M+.

Own design ideation and direction on brand campaigns for paid channels, from concept through final delivery, ensuring outputs match client strategy and business goals.

Analyze monthly P&Ls with the CEO, Managing Partners, and Marketing Directors to inform resource allocation, implement client retention plans, and direct new business initiatives.

Build and maintain creative systems and workflows, collaborating with Head of Copy to improve output.

Design Director *Sept 2024–July 2025*

Fostered skill development and professional growth for 6 designers, ensuring collaboration with marketing teams to drive brand differentiation in competitive D2C markets.

Scaled Sarah Creal Beauty through hero product testing and robust founder and UGC briefing, achieving 3x increased spend, 25% higher ROAS, and 18% reduction in average CPA.

Developed and presented pitch decks to client leadership and other key stakeholders; facilitated bi-weekly, monthly, and ad-hoc creative strategy and alignment calls.

Senior Graphic Designer *May 2023–Sept 2024*

Managed team of 3 designers and portfolio of 15 clients. Oversaw full-funnel marketing campaigns across digital, print and OOH channels.

Diversified creative for Nestig, solidifying them as a leading nursery brand, achieving 10x growth over 4 years.

Graphic Designer *February 2021–May 2023*

Executed on 5+ creative briefs/day for a diverse portfolio of clients across paid social channels (Meta, Instagram, TikTok, Google, YouTube, Pinterest, Reddit), email, and landing pages. Increased conversion rate and ROI via A/B testing and design iterations.

On the Move **Entertainment** New York, NY

Graphic Designer *January 2020–May 2020*

Designed pitch decks, print collateral and digital content while meeting tight company deadlines. Created social posts and maintained social media channels in collaboration with art director and video team.

Provided wireframes and graphics for website for UX & Web designer.

SmartBear Boston, MA

Video Marketing Associate *January 2018–June 2018*

Created specialized videos for sales, marketing, HR, and customer success. Scripted, storyboarded, filmed and produced videos, including livestreams. Maintained YouTube presence and optimized videos for SEO, increasing view rate by 3x. Photographed office space and employees.

SKILLS

Photoshop, After Effects, InDesign, Premiere Pro, Bridge, Illustrator, Figma
Studio Lighting, Digital and Film Photography, Microsoft Office, Google Suite, Monday.com
Project & Team Management, Product Strategy, Mentorship, Strategic Ideation, Cross-Team Collaboration, Digital Marketing

EDUCATION

Northeastern University and
The School of the Museum of
Fine Arts at Tufts University
BFA in Studio Art
Minor in Graphic Design