

GLORIA KOH

CONTACT

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Gloria Koh is a visual designer with over 8 years of experience helping businesses that aim to better our world. She specializes in visually communicating complex concepts and producing good-looking work across diverse mediums. Grounded in curiosity and the needs of real people, her design practice emphasizes responsible creativity, iterative thinking, and candid collaboration.

EDUCATION

Amherst College

Class of 2017
B.A. in Neuroscience,
Art & the History of Art

CAPABILITIES

Tools
Figma
Illustrator
After Effects
Photoshop
InDesign
Premiere

Areas of Expertise
Visual Design
Interaction Design
Print and Digital Design
Brand Identity
Content Creation and Strategy
UI/UX Design
Systems Thinking
Art Direction
Prototyping
Research
Illustration
Event Planning

EXPERIENCE

Brand Manager^(Freelance) — Goodtime Bar

May 2023 - present

- ▶ Developed a holistic brand identity system for Goodtime Bar, San Jose's first natural wine bar, defining brand voice, sub-logos, color palette, and typography for a consistent brand experience across diverse mediums.
- ▶ Lead creative direction, design, and production of print and digital collateral, ensuring budget-friendly coordination with vendors and iterative design solutions for rapidly evolving business needs.
- ▶ Implement collaborative systems and tools for content creation and management, leveraging feedback to improve internal processes.
- ▶ Distill market research, industry trends, and social media insights to identify new business opportunities, aligning stakeholders around dynamic brand strategies.
- ▶ Drive brand visibility and industry relationships through social media management, content creation, and community engagement on Instagram, achieving a 14% growth in followers and doubling account reach within 3 months.

Designer in Residence^(Contract) — X, the Moonshot Factory

May 2023 - present

- ▶ Consult on branding, storytelling, and content flow of compelling presentations to drive stakeholder engagement and accelerate growth of AI/ML early-stage projects.
- ▶ Collaborate cross-functionally with engineers, product managers, directors, and advisors to translate complex concepts into essential project visuals, such as frameworks, flow charts, data visualizations, and user interface mockups.

Visual Interaction Designer — IDEO U

October 2021 - October 2023

- ▶ Collaborated with a team of writers, producers, product managers, and editors to craft engaging content for course offerings at IDEO U, IDEO's online school for human-centered design thinking.
- ▶ Expanded IDEO U's visual ecosystem, developing the look and feel of new courses, leading the production of all course-related deliverables including motion graphics and educational materials, and aligning older courses to current brand standards.
- ▶ Developed systems, workshops, and tools that expedited the storyboarding process by 40% and improved remote collaboration, streamlined cross-team workflows, and guided efforts to unify UI/UX across the online learning platform.
- ▶ Partnered with LxDs to visualize complex concepts through prototyping, and led strategic workshops to align course graphics with marketing and learning objectives, achieving social video ads with an overall ROAS exceeding 200% and boosting enrollment.
- ▶ Leveraged data, user feedback, and competitive audits to refresh courses, iterating on videos, digital workbooks, and toolkits to increase completion rates and embed inclusivity and accessibility into the learning experience.

Visual Designer — The Tech Interactive

February 2019 - September 2021

- ▶ Spearheaded visual design for The Tech Interactive's largest exhibition, creating guidelines for UI, color, typography, motion graphics, and iconography, while facilitating design reviews for in-house product development.
- ▶ Designed interactive learning experiences in close collaboration with exhibit content developers and engineers, providing wireframes, mockups, prototypes, documentation, and assets.
- ▶ Maintained a system of visually consistent and user-friendly experiences across various platforms, by evaluating brand alignment and applying accessibility best practices.