

Jonathan Kim's Portfolio

jek332@cornell.edu • October 30, 2013

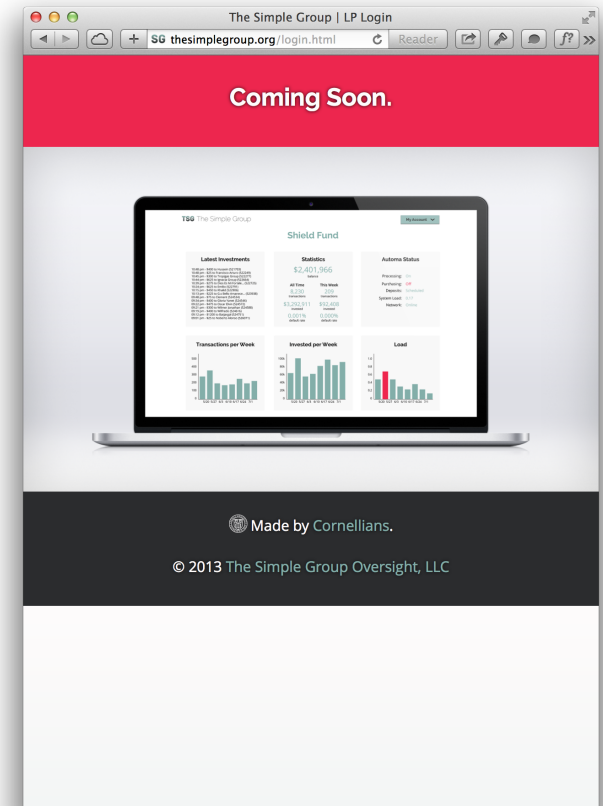
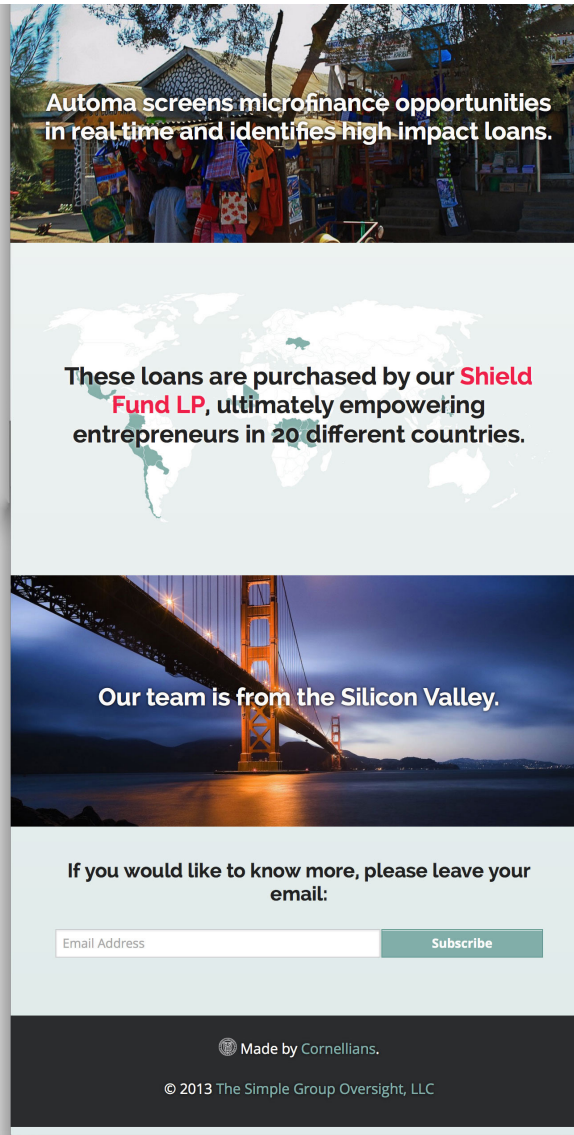
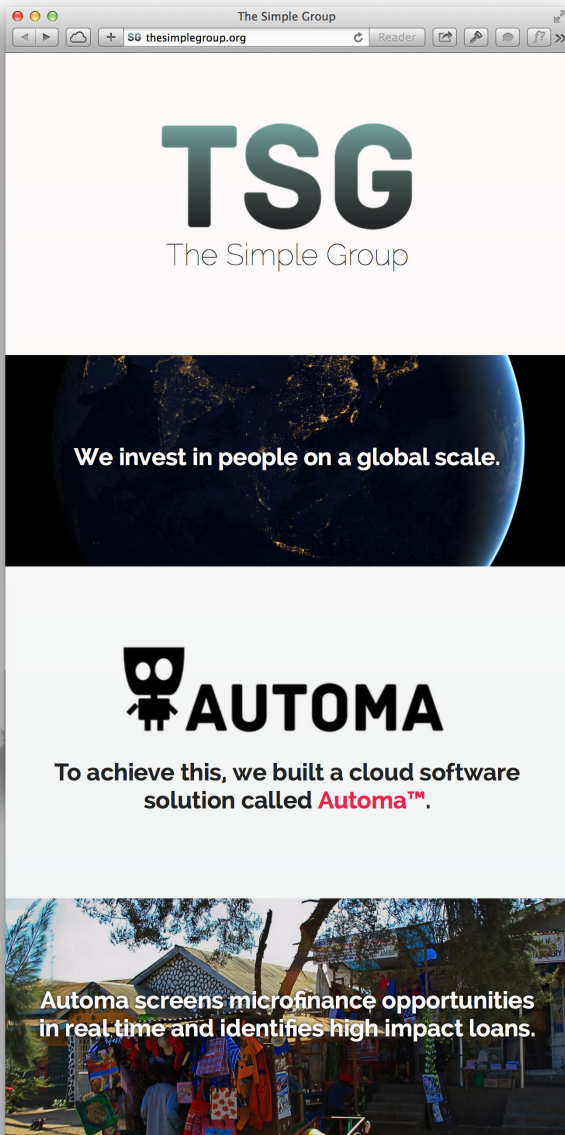
The Simple Group, LLC



Logo for The Simple Group, a company that sought to maximize social impact investing and a reasonable capital appreciation with limited risk by purchasing micro-finance loans in third world countries.

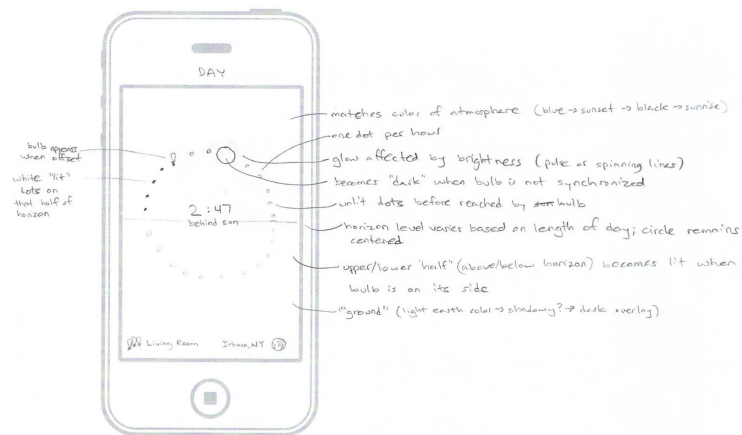


Logo for Automa™, an algorithmic, high speed purchasing system. Automa™ was designed to screen for microfinance loans in 64 countries in real time, and purchase high impact, low-risk loans.

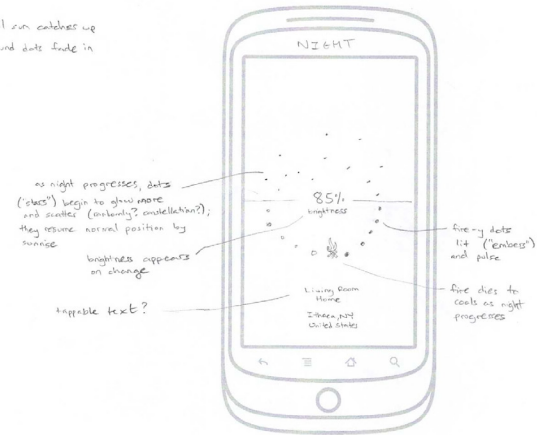


Website for The Simple Group.
<http://thesimplegroup.org>

Sunn Labs, Inc.



when offset, bulb remains until sun catches up
last hour before sunset, ground dark fade in
sun sets, then fire appears
pinch to change brightness



Wireframes and mockups from the Sunn mobile app desing process (done alongside another designer). The app allowed users to control an energy-efficient, health-conscious light bulb that brought natural light indoors by matching the color temperature of the sun.



Branding



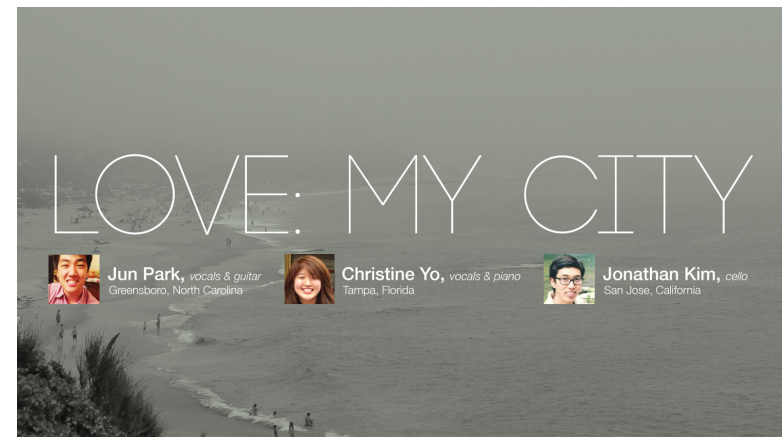
Logo for Project Green Station, an effort to make intelligent waste disposal bins.



Logo for Emmaus Road, a local church.
<http://emmauscornell.org>



Logo for Wits & Pits, a Cornelian crowd-funding startup.

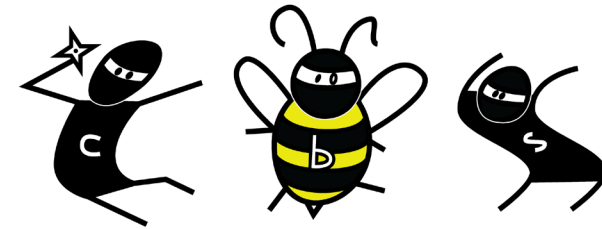


Branding for Love: My City, a summer music mission trip.

Other



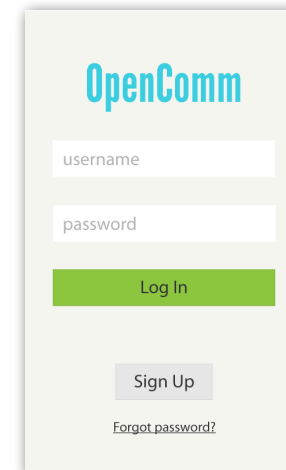
Business card for Xilicom.



Design for a CBS tshirt.



Motivational poster.



Login screen mockup for OpenComm, a Cornell project team.