



# ROSA CHOI

Designer & Front-End Developer

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Portfolio | [waselrosa.com](http://waselrosa.com)  
[github.com/waselrosa](https://github.com/waselrosa)

## PROFILE

I AM A DESIGNER TURNED WEB DEVELOPER.

## Designer who codes.

I am the co-founder of waselrosa, an independent creative studio. I split my time between providing holistic design solutions for creative individuals and small businesses and learning as much programming as I possibly can.

I strive to design beautiful digital experiences, putting the user at the center of everything I make. I merge art and technology to create a refined digital experience that works seamlessly across all devices.

I have a genuine knack for building things from scratch and I am looking to join a team or a company where work is fun.

## EDUCATION

### Front-End Web Development

General Assembly - San Francisco, CA

### Bachelor of Fine Art in Computer Arts

Academy of Art University - San Francisco, CA

### Bachelor of Fine Art in Computer Arts

Academy of Art University - San Francisco, CA

## SKILLS

Adobe Photoshop	● ● ● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ● ● ●
Adobe Indesign	● ● ● ● ● ● ● ● ● ●
HTML5 & CSS3	● ● ● ● ● ● ● ● ● ●
Java Script/jQuery	● ● ● ● ● ● ● ● ● ●
Interface Design	● ● ● ● ● ● ● ● ● ●

## WORK EXPERIENCE

Jun 2012 - Present	<b>Designer &amp; Front-End Developer</b> <b>waselrosa LLC - San Francisco, CA</b> waselrosa is an independent creative studio, specializing in web design and development and brand identity development for small and growing businesses. I offer a complete suite of design and illustration services, as well as a genuine excitement for what I do.
Jul 2013 - May 2014	<b>Executive Assistant to the CEO   HR Coordinator</b> <b>Boundary Inc. - Mountain View, CA</b> Provided day-to-day support to the CEO and WW Sales VP. Assisted CEO with Series-C funding activities and preliminary work, and successfully raised \$22M. Oversaw quarterly board meetings and managed candidate database as well as on-boarding process for new hires.
Jan 2011 - May 2013	<b>Administration Manager</b> <b>NYU in Abu Dhabi &amp; NYU Tisch in Singapore</b> Managed \$5M division operating budget. Supervised office operations, services and staff, including hiring and training the administrative support team. Managed vendors and negotiated costs. Ensured smooth day-to-day operations by partnering with Dean to develop budgets and administer procedures and work-flow systems. Initiated, planned and managed special public art projects, including high-profile film-screening and public talk with world-renowned artists Christo and Jeanne-Claude. Managed budgeting, implementation strategy and funding.
May 2003 - Aug 2007	<b>Executive Assistant to the CEO &amp; President</b> <b>Samsung Semiconductor Inc. San Jose, CA</b> Provided administrative and communication support to CEO of \$10B global technology corporation. Managed all aspects of executive office, including scheduling and liaising with high-profile business partners to leading project teams and coordinating corporate reporting. In-housed graphic design and production, which cut key costs 30% while improving turnaround time by 45 days.

## KNOWLEDGE

- User-focused design
- Bootstrap/ Grid based
- Typography
- Color theory
- Responsive Web Design
- Image editing
- Git
- Freehand Illustration

## OTHER SKILLS

Project Management



Time Management



Global Business Strategy

