# MICHAEL CHOE

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## EDUCATION

**Cornell University / Arts and Sciences**
May 2020 • B.A. Information Science with
UX/Digital Media concentration • GPA: 3.80

Intro to Python, Programming and Design for the
Web, Analytics-driven Game Design, Intro to
Data Science, Intro Statistics, Object Oriented
Programming, Human Computer Interaction

## EXPERIENCE

**Omnicom Health Group**
Summer 2018 • Design and Marketing Intern

- Led the design and strategy for a prototype
  application that would help sickle cell patients.
  Presented concept in front of CEO
- Collaboratively ideated concepts for
  marketing campaigns that will strengthen
  brand loyalty for Tecentriq
- Assisted in editing the art and copy for
  infographics/pamphlets

**ZUU Online Singapore**
Summer 2017 • Design & Marketing Intern

- Coded electronic newsletters that were sent
  to 1000+ clients and increased mailing list
  sign-up rate
- Analyzed data to create tailored sponsored
  banner ads for ZUU's clients
- Rebranded business cards, media kit and
  pop-up banner designs
- Represented ZUU at InvestFair 2017 and
  secured 100+ new subscribers

**Cornell University (INFO 1300)**
Aug 2018 - Present • Web Design TA

- Co-lead weekly classes where I advance
  students' understandings of HTML/CSS/JS
- Help grade all assignments and provide
  detailed feedback for students

## ACTIVITIES

**Thread Magazine**
Dec 2017 - Present • Art Director

- Junior Artist from Sept 2016 - Dec 2017
- Lead the layout design, create graphics and
  edit all photos for a 65+ page issue that is
  distributed on campus every semester
- Designed booklet for annual fashion show
  that marketed the Cornell fashion
  community to over 2000 attendees
- Led event planning/marketing for launch
  party, ~150% increase in attendance

**Cornell University Sustainable Design**
Jan 2018 - Present • Marketer & Designer

- Conducted user research and designed the UI
  for CUSD stories, a website that promotes
  CUSD and its members.
- Creating sponsorship booklet to better
  market CUSD to potential sponsors

**Beckman UNICEF**
Sept 2012 - May 2016 • Publicist / Treasurer

- Designed flyers/posters and managed
  social media to better market UNICEF's
  presence on campus
- Raised $2000+ for Halloween fundraiser

## SKILLS

Adobe: Illustrator / Photoshop / InDesign
Sketch / InVision
HTML / CSS / Javascript / Java / Python / SQL
Microsoft Office, Keynote
Google Analytics