



SEON CHOI

CREATIVE DESIGNER

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SUMMARY

Professional Graphic/Web Designer with 7 years of experience in advertising and marketing communications, who really love to explore the best creative solutions efficiently and effectively for customers and products.

- ☒ Creative Thinker
- ☒ Problem-Solver
- ☒ Self-Starter
- ☒ Team Player
- ☒ Multitasker
- ☒ Time management
- ☒ Quick Learner
- ☒ Highly Adaptable
- ☒ Well-Organized
- ☒ Detail-Oriented

EDUCATION

Bachelor of Fine Arts in Communication Arts, emphasis in **Graphic Design**
Otis College of Art and Design, Los Angeles, CA

Jun. 2012

PROFESSIONAL EXPERIENCES

Skechers USA | Performance and Lifestyle Footwear Company | Web Designer

Jan. 2019

- Present

- + Create innovative and affordable web design concepts
- + Work with Design Management, Development, and Marketing
- + Create accurate digital advertisements quickly and efficiently
- + Observe fashion trends and directions through researching the competition and shop the markets
- + Protect and enhance corporate DNA

CJ E&M America | Entertainment & Mass Media Company | Sr. Graphic Designer

Sep. 2018

- Jan. 2019

- + Managed projects through from initial concept to completion
- + Worked with Head of Marketing to create an effective visual marketing plan for the projects
- + Executed designs for promotional materials such as posters, web and print ads, banners, social media graphics and etc.
- + Developed concepts and executed and coordinated event materials

ES Advertising | Full Service Advertising Agency | Graphic Designer

Sep. 2016

- Dec. 2017

- + Developed innovative advertising concepts and branding initiatives
- + Managed and tracked projects from start to finish and ensured to meet schedules
- + Collaborated with digital marketing to produced interesting creative for social media
- + Created on-premise/off-premise marketing collaterals such as newspaper, magazine, poster, flyer, banner, billboard, lightbox, POP display, elevator and fridge wraps
- + Established brand identities and customized special package designs

adCREASIANS | Full Service Advertising Agency | Graphic Designer

Jul. 2014

- Sep. 2016

- + Conceptualized and executed advertisements in various languages
- + Generated digital ads such as e-blasts, microsite, web banners, and SNS graphics
- + Created print advertisements such as newspaper, magazine, poster, flyer, catalog, etc.
- + Developed brand identities and customized package designs
- + Supported TV commercial as an art director and produced motion graphics
- + Assisted and prepared booth graphics for trade show

Korea Herald Business Daily | Newspaper Publisher | Graphic Designer

Jan. 2013

- Jul. 2014

- + Managed a great quantity of advertising and executed designs within deadlines
- + Designed advertisements and editorials for newspaper, poster, banner, booklet, etc.
- + Communicated with clients, advertising agencies, and other media

CLIENT/BRAND

Skechers, CJ America, CJ E&M, OGN, HiteJinro, GolfBuddy, Korea Ginseng Corp, Lotte, Zespri, Morinaga, AMOREPACIFIC, California Bank & Trust, Cedars-Sinai Medical Center, Daelim Saint Mary's Hospital, Central Health Medicare Plan, Dongbu Insurance, Century West Partners, Terra Lago, Fremont College, Elite Educational Institute, United Way, NAWBO, aT Center, Council of Korean Americans, KCCD, PAVA

SKILLS

- ☒ Photoshop
- ☒ After Effects
- ☒ HTML
- ☒ Sketch
- ☒ MS PowerPoint
- ☒ Illustrator
- ☒ Premiere
- ☒ CSS
- ☒ InVision
- ☒ MS Word
- ☒ InDesign
- ☒ Dreamweaver
- ☒ JavaScript
- ☒ Zeplin
- ☒ MS Excel

LANGUAGE

- ☒ English
- ☒ Korean