



SEON CHOI

CREATIVE DESIGNER

213.432.8920 | toseonchoi@gmail.com | www.seonchoi.com | www.linkedin.com/in/seonchoi

SUMMARY

An experienced Creative Designer (Graphic/Web/Visual) specializing in advertising and marketing communications. Passionate about utilizing my skills and creativity, I aim to craft designs that make a meaningful impact.

- ☒ Creative Thinker
- ☒ Problem Solver
- ☒ Multitasker
- ☒ Team Player
- ☒ Quick Learner
- ☒ Self-Starter
- ☒ Time Management
- ☒ 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 EXPERIENCE

Skechers USA | Performance and Lifestyle Footwear Company | Senior Web Designer

Jan. 2019

- + Create affordable and innovative web designs
- + Collaborate with VP of advertising, e-commerce marketing teams, and developers
- + Produce accurate digital ads quickly and efficiently
- + Research fashion trends and competitors to stay up-to-date
- + Maintain consistent design elements to enhance brand identity

- Present

CJ ENM America | Entertainment & Mass Media Company | Senior Graphic Designer

Sep. 2018

- + Oversaw projects from initial concept to completion, ensuring seamless execution and timely delivery
- + Collaborated with Head of Marketing to develop effective visual marketing strategies
- + Ensured cohesive branding across all platforms, including pop-up stores and live broadcasting
- + Designed promotional materials such as posters, ads, banners, and social media graphics
- + Developed and executed concepts for event materials, coordinating with vendors and suppliers

- Jan. 2019

ES Advertising | Full Service Advertising Agency | Graphic Designer

Sep. 2016

- + Developed innovative advertising concepts and branding initiatives
- + Managed and tracked projects to ensure timely completion
- + Collaborated with digital marketing to create compelling social media content
- + Designed various marketing collaterals, such as ads, posters, banners, billboards, and displays
- + Established brand identities and created customized package designs

- Dec. 2017

adCREASIANS | Full Service Advertising Agency | Graphic Designer

Jul. 2014

- + Created ads in multiple languages for global reach
- + Produced effective digital ads for e-blasts, microsites, banners, and social media graphics
- + Designed successful print ads for newspapers, magazines, posters, flyers, and catalogs
- + Developed brand identities and customized package designs
- + Supported TV commercial production and motion graphics
- + Assisted with trade show booth graphics for increased engagement

- Sep. 2016

Korea Herald Business Daily | Newspaper Publisher | Graphic Designer

Jan. 2013

- + Successfully managed a high volume of advertising projects and delivered designs on time
- + Designed compelling advertisements and editorials for newspapers, posters, and booklets
- + Effectively communicated with clients, advertising agencies, and other media outlets

- Jul. 2014

CLIENTS/BRANDS

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

SKILLS

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

LANGUAGES

- ☒ English
- ☒ Korean