



# SEON CHOI

CREATIVE DESIGNER

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## 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 - Present

- + 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

**CJ ENM America | Entertainment & Mass Media Company | Senior Graphic Designer** Sep. 2018 - Jan. 2019

- + 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

**ES Advertising | Full Service Advertising Agency | Graphic Designer** Sep. 2016 - Dec. 2017

- + 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

**adCREASIANS | Full Service Advertising Agency | Graphic Designer** Jul. 2014 - Sep. 2016

- + 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

**Korea Herald Business Daily | Newspaper Publisher | Graphic Designer** Jan. 2013 - Jul. 2014

- + 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

## CLIENTS/BRANDS

Skechers, CJ America, CJ ENM, 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
- ☒ Figma
- ☒ MS PowerPoint
- ☒ Illustrator
- ☒ Premiere
- ☒ CSS
- ☒ Sketch
- ☒ MS Word
- ☒ InDesign
- ☒ Dreamweaver
- ☒ JavaScript
- ☒ InVision
- ☒ MS Excel

## LANGUAGES

- ☒ English
- ☒ Korean