

HYEJUNG CHOI

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EXPERIENCE

Freelance Model Dec 2008 - Dec 2011

Clients: Arena Magazine Korea, Cracker Magazine, Daily Project Korea, NYLON Korea

Louis Vuitton Aug 2010 - Dec 2010

Public Relations Assistant

Assisted with marketing materials, events and exhibitions

Promoted events to raise magazine sales in targeted high population areas

H.K. International Jan 2012 - Aug 2013

Marketing Designer

Designed point of sale material, flyers and print-based packaging

Researched products, competitive positioning and statistics on new trends

Holografik (Client: Adaptive Biotechnologies) Sep 2018 - Nov 2018

Freelance Web Designer

Developed hero illustrations and icons for advertising, brand merchandise, web and mobile site

Animated motion graphics for advertising

The Futon Shop Nov 2018 - Current

Web Designer

Concepted and designed digital advertising, social media posts, and web/blog content

EDUCATION

Sang Myung University

Bachelors in Management Engineering

March 2011

Academy of Art University

Masters in Web Design and New Media

May 2018

SKILLS

Web & Mobile Development (Wireframe, Mockup, Prototype), Digital Marketing (Email, Advertising, Social Media), Front-end Development, UX/UI Design, Graphic Design, Motion Graphic

Design Softwares & Technologies

Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign, Premiere Pro), Sketch, HTML, CSS, JavaScript, Bootstrap

VOLUNTEER

2018

Make a Mark (Client: Real Food Real Stories)

Designed graphic elements and brand templates

- including an event banner for web and social media

AWARDS

2018

Awwwards. Nominee - Portfolio Website