

# HYEJUNG CHOI

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I'm a visual designer who strives to connect with people through playful design that tells a story. I solve problems with design that is fresh, inventive, and strategic.

## SKILLS

Web & Mobile Development, Design System, Product Design, Motion Graphic, Digital Marketing (Email, Social Media, Ads, Print), Branding

Adobe Creative Suite (Illustrator, Photoshop, After Effects, XD), Figma, InVision, Sketch, Google Analytics, HTML, CSS, JavaScript, Bootstrap

## EDUCATION

**Academy of Art University** *May 2018*  
Masters - Web Design and New Media

**Sang Myung University** *March 2011*  
Bachelors - Management Engineering

## VOLUNTEER

### Make a Mark

(Client: **Real Food Real Stories**) *2018*

- Created typography systems, color schemes, and graphics to support the organization's identity
- Developed & designed brand templates (including a web site, event banners, and socials)

## AWARDS

**Awwwards. Nominee** *2018*

## EXPERIENCE

### Hogarth Worldwide (Client: **Apple**)

*Nov 2021 - Current*  
*Singapore*

### Freelance Designer

- Designed creative solutions in a range of media, including web, social, video, and retail materials for Today at Apple.
- Elevated designs by soliciting feedback from stakeholders through design reviews.

### The Futon Shop

*Nov 2018 - Jun 2021*  
*San Francisco, CA*

### Visual Designer

- Worked closely with UX and strategy to design landing pages and evergreen product pages.
- Concepted and designed digital ad campaigns (including social, banner ads, and emails) based on in-depth analysis of market trends, consumer needs, and the competitive landscape.
- A/B tested campaigns to curate templates, layouts, and imagery to drive engagement.

### Holografik

(Client: **Adaptive Biotech**)

*Sep 2018 - Nov 2018*  
*San Francisco, CA*

### Freelance Visual Designer

- Research and developed hero illustrations and icons for advertising, brand merchandise, and web.
- Created motion animation for online campaign and brand marketing videos.
- Worked closely with the creative team on photo selections to align with the rebranding efforts.

### H.K. International

*Jan 2012 - Aug 2013*  
*Seoul, Korea*

### Marketing Designer

- Designed point of sale material, flyers and packaging.

### Louis Vuitton

*Aug 2010 - Dec 2010*  
*Seoul, Korea*

### Marketing Associate

- Promoted events to raise magazine sales in targeted high population areas.