

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

Branding, Design System, UX/UI Design, Digital Marketing (Email, Banner Ads, Social Media), Front-end Development, Motion Graphic

Adobe Creative Suite (Illustrator, Photoshop, After Effects, InDesign, Premiere Pro), Figma, 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 - Portfolio *2018*

EXPERIENCE

The Futon Shop

Nov 2018 - Jun 2021
San Francisco, CA

Digital 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.
- Retouched and edited photos for web and campaign work.

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

- Researched products, competitors, and industry trends to inform strategy.
- Designed point of sale material, flyers and packaging.

Louis Vuitton

Aug 2010 - Dec 2010
Seoul, Korea

Marketing Associate

- Assisted with marketing materials, events and exhibitions.
- Promoted events to raise magazine sales in targeted high population areas.