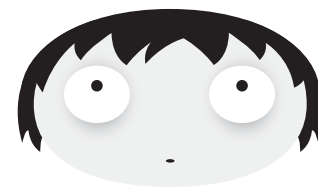


25 River Drive South #803, Jersey City, NJ, 07310
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www.jiyeonchoi.com



- Five years of progressively responsible art director positions with full-service ad agencies
- Expertise in marketing, branding, advertising design, typography and conceptual ideation
- Passion for GUI/UI design and UX research in various interactive platforms
- Knowledge in programming languages, prototyping and physical computing
- Refined drawing, printing making and illustration skills

Experience

AdAsia Communications *New York, Jan 2009 ~ Present*

Senior Art Director

- 2nd biggest Asian market ad agency in the U.S. (Clients: Verizon, PNC Bank, Subaru, Samsung and LG)
- Conceptualize campaign ideas and managed production process for multiple tactic campaigns (Print ads, direct mail, booklets, online banners, micro websites and TV billboards)
- Coordinate with vendors and mentor junior art directors

CertPoint Systems *New York, Jul 2008 ~ Oct 2008*

Freelance Graphic User Interface Designer

- Created visual interface for learning management system for Honda
- Consulted and provided solutions to optimize user interface for CertPoint website

SparkleLabs *New York, Aug 2008 ~ Oct 2008*

Interaction Intern Designer

- Designed graphic user interface and an electronic circuit for Kidrobot Bunny speaker
- Conducted consumer/market research and developed branding concepts and GUI for SparkleLab children electronic kit

Daehong Ad Agency *Seoul, Jan 2004~May 2006*

Art Director

- One of the top three ad agencies in Korea (Clients: Fujifilm FinePix, Vivien, IMPRESSION, LOTTE etc)
- Participated in three winning pitches (over \$15 million billing for each client)
- Established long-term marketing communication strategies and designed integrated ad campaigns
- Gained deeper understanding of various elements of advertising including marketing strategy, photo shooting direction, art production and copywriting

DID Wallpaper *Seoul, Mar 2003~ Sep 2003*

Editorial Designer

- Designed seasonal sample books, wallpaper packages
- Coordinated DID Wallpaper advertisements in collaboration with partner advertising agency

Kilimanjaro Film Production *Seoul, May 2001*

Assistant Director Intern

- Built production ideas for commercial films and music videos and collaborated with camera & light staffs

LG AD Agency *Seoul, Mar 2001*

Design Intern

- Analyzed previous advertisements and developed communication ideas to support pitching presentations

Education

Parsons The New School for Design *New York, Sep 2006~May 2008*

Master of Fine Arts in Design and Technology (Emphasis on Interactive Design)

Ewha Womans University *Seoul, Mar 1998~Feb 2003*

Bachelor of Fine Arts in Visual Information Design

Bachelor of Art in Multimedia

Minor in Painting and Printing Making

Honors/Awards

- **Parsons The New School for Design**, Dean's list, *Fall 2006, Spring 2007, Fall 2007, Spring 2008*
- **Korean Advertisement Awards**, Bronze Prize & Finalist, *Dec 2004*
- **Santa Fe Advertisement Awards**, 2nd Prize in printing, *Sep 2002*
- **Diamond Advertisement Agency Awards**, Finalist, *Aug 2002*
- **Ewha Womans University**, Honor Entrance scholarship, *Seoul, Mar 1998*

Skills

Photoshop, Illustrator, InDesign, HTML, CSS, Flash, Dreamweaver, QuarkXpress, C&C++, Processing, After Effect, Premiere, Director, Arduino, Physical Computing, MaxMsp, Microsoft Office, Acrobat Distiller