

DAHEE CHOI

Graphic Designer

www.daheechoi.com
choidaheechoi@gmail.com

Skills

Adobe Suite

Photoshop
Illustrator
InDesign
Premiere Pro
After Effects

Web Development

HTML
CSS

Other

Sketch
Keynote
Illustration
Retouching

Language

Korean

Honors and Certifications

Dean's BFA Scholarship

Fall 2015—Spring 2019

BFA Award

Fall 2015—Spring 2019

Dean's List

Fall 2015

Visual Communication with Adobe

Photoshop CS6

December 2020

Graphic Technology Qualification Illustrator

December 2021

Graphic Technology Qualification Photoshop

December 2021

Education

New York, NY

Parsons School of Design

BFA Communication Design

August 2015—May 2019

Experience

Graphic Designer at AmorePacific US (Laneige)

June 2023—Present

New York, NY

- Created digital ads like emails, onsite assets, edited videos as well as print assets like floormat, placemat, mirror frame for the Sephora store.
- Print assets like floormat, placemat, mirror frame for the Sephora store, posters, mailer insert.

Senior Digital Designer at McCann Worldgroup

December 2022—February 2023

Seoul, Korea

- Designed a 42-page catalog for BMW including 25 illustrations of each part. 1000 prints have been distributed to BMW dealerships across Korea.
- Created banner ads for Pizza Hut, Spam, and Samsung Display.
- Created Christmas, New Year's, and Calendar social posting for Delta.

Graphic Designer at Elemis

December 2019—September 2022

New York, NY

- Completed about 50 projects monthly of digital design (paid social, SMS, email, banner ad), print design (poster, mail-in card, packaging design), art direction, and store design. Instagram followers increased by 12% annually.
- Owned global creative assets for international markets such as Hong Kong, China, Singapore, Thailand, Italy, Germany, and more.
- Designed the top-performing promo of 2020.
- Launched a TikTok account. Secured a total of 130,000 followers.

Freelance Graphic Designer with Various Clients

January 2018—June 2020

New York, NY

- Went on 1:1 meetings with 6 clients and delivered 30 design projects annually.
- Designed data visualization for a published fintech book, Fintech for Dummies.