

# DAHEE CHOI

## Graphic Designer

### Work Authorization

#### YMS Visa

Valid Until March 2028

### Skills

- Brand Identity
- Digital Campaigns
- Creative Direction
- Retail VM Design
- Social & Paid Media Design
- Cross-market Communication
- Print Design (posters, mailers, brochures, OOH ads)
- Production Prep (print-ready files, color management, proofing)

### Tools

#### Adobe Suite

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects

#### Other

- Cinema 4D
- Figma

### Honors and Certifications

#### Graphic Technology

#### Qualification – Illustrator

December 2021

#### Graphic Technology

#### Qualification – Photoshop

December 2021

#### Visual Communication with Adobe Photoshop

December 2020

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### Experience

#### Graphic Designer at AmorePacific US (Laneige & Innisfree)

June 2023—Present

New York, NY

- Led the visual development of the Every Day Brighter Skin Tour, including truck graphics, pedestals, postcards and posters, contributing to **USD 43,000** in sales and a **165% increase** from the previous West Coast Tour.
- Produced digital campaigns and CRM assets across email, social and in-store, strengthening brand engagement and visual consistency.
- Created impactful print assets such as floor mats, posters, mirror frames and mailer inserts for Sephora US stores, supporting product launches and retail visibility.

#### Senior Digital Designer at McCann Worldgroup

December 2022—February 2023

Seoul, Korea

- Designed a 42-page catalogue for BMW, including 25 detailed car part illustrations; **1,000 copies** distributed across Korea dealerships.
- Produced banner ads for Pizza Hut, Spam and Samsung Display.
- Developed launch visuals for a promotional campaign with **83,000 KakaoTalk subscribers**.

#### Graphic Designer at Elemis

December 2019—September 2022

New York, NY

- Produced **~50 digital design projects** covering paid social, SMS, CRM, email and banner ads, plus print assets such as posters and mailers.
- Managed global creative assets across Hong Kong, China, Singapore, Thailand, Italy and Germany, ensuring a cohesive brand identity in all markets.
- Designed **10+ full-suite paid media campaigns** weekly, contributing to a **12% annual increase** in Instagram following.

### Education

#### Parsons School of Design (BFA Communication Design)

August 2015—May 2019

New York, NY

Dean's List • Dean's BFA Scholarship • BFA Award