

DAHEE CHOI

Graphic Designer

Website www.daheechoi.com

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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

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