

# DAHEE CHOI

## Senior Visual Designer

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UK work authorisation · Youth Mobility Scheme · No sponsorship required · Valid until March 2028

### PROFILE

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Senior visual designer with 6+ years delivering end-to-end creative for global consumer brands — from 360° digital campaigns and retail visual systems to influencer activations and cross-market launches. Known for translating brand strategy into visuals that perform: proven impact on site traffic, conversion, in-store revenue, and earned media. Equally strong in print production and digital. London-based, available immediately.

### EXPERIENCE

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

June 2023 – February 2026 · New York, NY

- Owned end-to-end visuals for Laneige's PDP rebrand — redesigned colour systems and layout language across the franchise, delivering +15% site traffic and +5% conversion rate.
- Art directed Innisfree's Every Day Brighter Skin Tour (truck graphics, pedestals, postcards, event posters), contributing to \$43K in sales — a 165% uplift on the previous tour.
- Designed retail print assets for Sephora US launches, supporting brand revenue growth from \$20M (2023) to \$30M (2024), with \$55M projected for 2025.
- Produced influencer PR mailers for product launches, generating \$500K+ in earned media value through organic social coverage.
- Sephoria booth design recognised by the Sephoria Evolution Award.

#### Senior Digital Designer · McCann Worldgroup

2022 – 2023 · Seoul, South Korea

- Designed a 42-page automotive catalogue for BMW Korea — 25 technical vehicle-part illustrations — printed across 1,000 copies for nationwide dealership distribution.
- Produced digital campaigns for Pizza Hut, Spam, and Samsung Display, adapting assets across banner, social, and display formats.
- Developed lock-screen visuals and seasonal social content for Delta Air Lines, reaching 83K KakaoTalk subscribers.

#### Graphic Designer · Elemis

December 2019 – September 2022 · New York, NY

- Designed 360° digital campaign assets across SMS, email, on-site, banner, and paid and owned social for global product launches.
- Localised creative across six international markets (Hong Kong, China, Singapore, Thailand, Italy, Germany), maintaining brand consistency at scale.

### SKILLS & TOOLS

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**Disciplines:** Brand identity · Digital campaign design · Retail visual merchandising · Social & paid media · Print & OOH · Print production (prepress, colour management, proofing) · Creative direction · Cross-market localisation

**Software:** Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Cinema 4D · Figma · PowerPoint

### EDUCATION

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**BFA Communication Design · Parsons School of Design**