



EDUCATION

Parsons the New School for Design, New York, NY
AAS Graduate with Distinction, Graphic Design 2012

Wheaton College, Wheaton, IL
BA, Sociology, 2005

General Assembly, New York, NY
Front End Web Development, Certificate, 2015
User Experience, Certificate, 2016

EXPERIENCE

Paul Choi Design, New York, NY
Owner, Web + Mobile + Branding + Design + Consulting, 8/2011–present
Current and Past Clients: NBCUniversal, CBS, Neon Roots, G4 Alliance, Brigade Marketing, Team Hoop Dreams, 87am, AC Gears, Coffeed, Global Student Mentorship, Horace Mann, Anicase, Korean Community Services, Intervarsity, Stur, Fizzics, Charlotte’s Book, Museum of the City of New York, Lumens, Sons of Thunder

Crisp Mobile, New York NY
Mobile Interaction Designer, 8/2015–11/2016
End to End Media Rich Mobile Advertising, servicing clients including: Target, The Home Depot, NCAA, Coca Cola, Chipotle, Walmart, PetSmart, Goldman Sachs, Warner Brothers, Vitamin Water. Member of Social Committee.

Viacom, New York, NY
Web + Digital Designer, 3/2015–7/2015
Responsive Web Templates, Branding creation for “MTV Archives” + “MTV Trailblazers”. Created internal team Welcome Pack/Onboarding using Responsive Web. Created First video hero image for VH1 (Love & Hip Hop).

Newmark Grubb Knight Frank, New York, NY
Graphic Designer, Global Corporate Services, 8/2014–3/2015

Jones Lang LaSalle, New York, NY
Graphic Designer/Marketing Associate, Brokerage, 10/2013–7/2014
2 VIP Awards for graphic design work. Work showcased at Madison Square Garden corporate event.
JLL Philanthropy and Culture Board Member.

CBS Inside Edition, New York, NY
Graphic Artist, Motion Graphics, Deko Operator, 6/2011–9/2012
#2 Syndicated News Show in USA. Promoted from Intern to Freelancer in 3 Months. Full Time Staff in 6 months.

Changgok Middle School, Seoul, South Korea
English Teacher, 9/2008–9/2009

Guggenheim Funds (Formerly Claymore Securities), Lisle, IL
Internal Investment Sales, 7/2006–8/2008
Series 7 and 66 Licensed. Raised over \$25 Million for Merrill Lynch Closed End Fund IPO.

SKILLS

Adobe: Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom
Web: HTML5, CSS3, Basic JavaScript, UX/UI, Sketch
Editing/Production: Final Cut Pro, Avid Newscutter, Avid Deko3000, Avid Thunder
Other: Microsoft Office, Handlettering, Illustration, Photography, Sales

AWARDS /MISC

Parsons the New School for Design, Scholarship Award, Dean’s List
AIGA Member (Professional Graphic Design Association)
Various Design/Art Credits including NY Daily News, Skift.com
Volunteer for Generation Hope, Providing opportunities for inner-city youth
Lettered in Football, Basketball, Track (Class 8A, Illinois, State Semifinalist 2001)
Chicago Marathon 2010, Tri-State Tough Mudder 2014, Avid Boxer