

tiffany choi.

GRAPHIC DESIGNER

PROFESSIONAL PROFILE

With five years' experience of working in graphic design, my background in agency work has taught me how to find creativity in unusual places and how to create designs that are direct, yet purposeful. I enjoy the challenge of problem solving and I always welcome opportunities to learn and grow -- an integral way of constantly improving myself as a designer.

EXPERIENCE

GRAPHIC DESIGNER ALTERNATIVE STRATEGIES

april 2015 - present

- Create professional-quality designs for all projects including ads, marketing materials, logos and branding collateral, social media graphics, and email marketing.
- Prepare and deliver print-ready materials for printing or publication.
- Manage daily production responsibilities and communicate progress of daily tasks with Project Managers.
- Hire and manage team of interns.
- Collaborate with the design & marketing team to determine what styles and approaches are necessary to create designs that increase exposure for our clients.

GRAPHIC DESIGNER/ SOCIAL MEDIA ENGAGEMENT CASUAL FRIDAYS

january 2014 - march 2015

- Create print and digital marketing materials for our clients as well as for the company.
- Collaborate with the account managing team to implement creative social media designs that still remained within strict brand guidelines.
- Communicate with account managers to determine daily tasks.
- Monitor client Facebook, Twitter, and Instagram accounts and respond to comments and questions on these accounts.

GRAPHIC DESIGN INTERN ALTERNATIVE STRATEGIES

may 2013 - october 2013

- Collaborate with Graphic Designers to create designs for a variety of projects including print and digital ads, promotional materials, logos, and social media and web graphics.
- Communicate with Graphic Designers and Project Managers to determine objectives and approaches necessary to fulfill client requests.
- Prepare and deliver print-ready materials for printing or publication.

EDUCATION

BACHELOR OF FINE ARTS 2012

binghamton university, SUNY

concentration: graphic design

SKILLS

Adobe Creative Suite

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HTML/CSS

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Wordpress

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CONTACT

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