

tiffany choi.

GRAPHIC DESIGNER

ABOUT

I am a graphic designer with over seven years of experience under my belt. As a detail-oriented and loyal designer, I specialize in restaurant marketing and general branding. I have had the pleasure of working with a wide array of brands ranging from corporate to local businesses, some including Marriott Hotels, Breakfast Republic, and Verant Group. I'm easy to jive with and a problem solver at heart—I strive for efficiency and efficacy, all while finding ways to execute this resourcefully.

Side note: I love coffee, trying to be outdoorsy, disc golf, music festivals, and, most of all, dogs.

EXPERIENCE

GRAPHIC DESIGNER FREELANCE

2017 - present

- Produced yearbook for *California Ballet Company's* 50th Anniversary Season.
- Produced branding and digital/print marketing materials for *Doggos Gus*.
- Secured hosting & domain and built website for *Life's a Grind Coffee House*.

CREATIVE DIRECTOR ALTERNATIVE STRATEGIES

april 2019 - june 2020

- Meet directly with clients on special projects in order to better understand what is being requested and to better convey limitations as well as educate the client.
- Work with immediate team to outline strategy for clients launching new businesses. We executed these big projects from start to finish, naming these businesses as well as building their brands.
- Oversee and review work put out by Design Team before elevating to Project Management team.
- Hire, train, and manage team of 2-4 interns and/or international trainees.

LEAD GRAPHIC DESIGNER ALTERNATIVE STRATEGIES

november 2017 - april 2019

- Manage daily design production responsibilities for myself as well as our team of interns/trainees and communicate progress of daily tasks with Project Managers.
- Collaborate with the Design and Project Management Teams to determine client's ultimate goal in order to produce designs that will increase exposure for them.

GRAPHIC DESIGNER ALTERNATIVE STRATEGIES

april 2015 - november 2017

- Produce for all client-requested deliverables, some including magazine ads, marketing materials, logos, branding collateral, and digital/email marketing.
- Prepare and deliver print-ready materials for professional printing or publication.

LEAD GRAPHIC DESIGNER/ SOCIAL MEDIA ENGAGEMENT CASUAL FRIDAYS

january 2014 - march 2015

- Create print and digital marketing materials for clients and for in-house needs.
- Collaborate with account management team to implement creative social media designs that still remained within strict brand guidelines.
- Monitor client Facebook, Twitter, and Instagram accounts and respond to comments and questions.

EDUCATION

BACHELOR OF FINE ARTS 2012

binghamton university, state university of ny
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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