

# tiffany choi.

GRAPHIC DESIGNER

## ABOUT

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I am a graphic designer with over eight years of experience under my belt. As a detail-oriented and loyal designer, I specialize in all things branding. I have had the pleasure of working with a wide array of brands ranging from corporate to local businesses, some including Marriott Hotels, Costco Auto Program, and Breakfast Republic. I am a hands-on designer who is easy to jive with and a problem solver at heart—I strive for efficiency and efficacy, all while finding ways to carry this out resourcefully.

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

## EXPERIENCE

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### SR. GRAPHIC DESIGNER, AFFINITY DEVELOPMENT GROUP | june 2021 – present

- Lead designer for Costco Auto Program's quarterly promotions.
- Present and carry out approved concepts for entire campaigns, producing print and digital collateral. Oftentimes, multiple promos are running at the same time.
- Collaborate with cross functional teams to find solutions that fit within branding guidelines for several automotive brands, some including GM, Audi, and Volvo.
- Assist with Costco Auto Program "Everyday" design responsibilities during promo downtime.
- Lead efforts to streamline and document design processes and workflows.

### 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 Grind Coffee House*.
- Produce complete 140+ page content decks for clients of *Builder Funnel*.

### CREATIVE DIRECTOR, ALTERNATIVE STRATEGIES | april 2019 – june 2020

- Meet directly with clients on special projects to better understand what is being requested and to better convey limitations and educate the client.
- Collaborate with PR and Social teams to outline strategy for clients launching new businesses. We executed these projects from start to finish, naming 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 | nov 2017 – april 2019

- Manage daily design production responsibilities for design team, including team of interns/trainees.
- Collaborate with Project Management team to determine client's ultimate goal in order to produce designs that will increase exposure for them.

### GRAPHIC DESIGNER, ALTERNATIVE STRATEGIES | april 2015 – nov 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.

## EDUCATION

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### BACHELOR OF FINE ARTS 2012

binghamton university, state university of ny  
concentration: graphic design

## SKILLS

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- Adobe Creative Cloud
- HTML/CSS
- Photography
- Wordpress