

En Choi

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Interaction Designer building intuitive and accessible experiences under constraints. Proven ability to manage multiple initiatives independently, while delivering high-quality work.

RELEVANT EXPERIENCE

Graphic Designer @ BetterLesson (Sep 2023 – May 2024; Apr 2025 – Oct 2025)

- Spearheaded the visual and functional redesign of the resource center, restructuring content architecture with advanced filtering and visual hierarchy to streamline user navigation and content discoverability
- Designed scalable WordPress layouts and modular components, empowering non-technical marketing and sales teams to independently build and launch campaign pages faster
- Managed a centralized archive with standard file naming, version control, and usage guidelines, ensuring seamless team access and reducing asset retrieval time
- Acted as the central creative lead translating complex business objectives into clear, visually engaging materials, ensuring brand consistency while scaling deliverables to diverse client and channel needs

Freelance Graphic Designer @ Pearson (Apr 2025 – Dec 2025)

- Executed all visual communications for Pearson Virtual Schools, adhering to 3 distinct brand guidelines to ensure total visual consistency and quality
- Managed branding, digital, and print projects from concept to final handoff, managing iterative stakeholder feedback and pivoting to changing timelines without compromising design quality

Freelance Brand and Visual Designer @ Foundations for Hope and Justice Consulting (Feb 2022 – Jul 2023)

- Led the UX/UI website redesign, translating the founder's vision into an intuitive visual hierarchy and accessible user flow that maximized content clarity and visitor engagement
- Established a cohesive brand identity (designing the core logo, typography guidelines, custom illustrations, and collateral) to position the brand effectively and ensure consistency across all touchpoints

Graphic Designer @ UC Davis Strategic Communications (May 2021 – Sep 2023)

- Designed an award-winning multi-format calendar collection to launch the new UC Davis brand identity and welcome 40,000+ students and faculty back to in-person campus operations
- Revived and redesigned a quarterly two-page institutional infographic (Aggie Tip Sheet) after a multi-year hiatus, creating reusable templates and design guidelines that remain in active use by designers and campus leaders

Tools: Adobe Creative Suite - Illustrator, Photoshop, InDesign, XD, Lightroom, Premiere Pro, After Effects; Google Suite; Microsoft 365; Figma; Canva

Education: Santa Monica College | B.S. Interaction Design (Jun 2028)