

alisha choi.

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graphic designer

I'm a multidisciplinary designer passionate about branding, UI/UX, and transmedia storytelling

Blending logic with creativity, I craft visual experiences that are both thoughtful and engaging

education

01.2023-Present (Grad. Dec, 2026)
Artcenter College of Design
Bachelor of Graphic Design / GPA: 3.9

experience

05.2026 - Current | Intern

Brand Designer, Relativity Space

- Developed brand guideline tailored for the Terran R rocket unveiling campaign and internal design work
- Managed competitive research to campaign execution across digital and physical channels, highlighting monumental brand storytelling

01.2025 - 04.2025

Artcenter Teaching Assistant

- Consult and counseled students on brand audit, UI/UX, logo, and packaging
- Instructed multiple class sessions to support and substitute professor

06.2024 - 04.2025 | Intern

Marketing Graphic Designer, IRTronix

- Spearheaded A/B tested marketing campaigns across social media
- Led the redesigning a website, improving user stickiness by 73% and engagement clicks by 34%

05.2023 - 07.2023 | Intern

Ui / Ux Designer, Spadecompany

- Designed UI and motion prototypes for LG THINQ products (smart appliance) with Protocie
- Worked cross functionally with engineers to redefine the user journey and drive higher acceptance

10.2021 - 06.2022 | Team Manager

NFT Game Design, Hul & Huk Company

- Supervised the creative direction for a pixel based NFT game

skills

Figma, P5js, Adobe Ai, Psd, Indesign, After Effect, Lightroom, Framer, Glyphs, Webflow, Blender, Midjourney, Runway

UI/UX, Branding, Multimedia, Creative Coding, Graphic, Strategy, Prototyping, Team Management, Photography

recognition & awards

- Kenneth R. Deardoff Endowed Scholarship
- Samsung Endowed Scholarship
- ArtCenter Institutional Grant
- ArtCenter UG Scholarship

major works

01.2026 - 04.2026 | Artcenter

STL Chess Club

Data driven chess gameplay with hand tracking system. Teamed up with Claude AI on the creative coding

01.2025 - 12.2025 | Artcenter

FENNA

AI-powered danger relief drone system searches for survivors, and delivers aid

10.2025 - 12.2025 | Artcenter

SplitSmart

Streamlines splitting, tracking, settling costs so never have to deal with money

09.2024 - 12.2024 | Artcenter

Starship

Re-branding project for starship company that focus on delivery robot