

LOIS CHOI

DIGITAL DESIGNER

CONTACT

www.loischoi.com

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(917)-423-5992

SKILLS

Tools

Figma

Adobe Creative Suite

After Effects

Premiere Pro

Miro

Webflow

Keynote

Specialities

Research

Brand Identity

Logo Design

UI Design

Wireframing

Prototyping

Storyboarding

Motion Design

Sketch

LANGUAGES

English, Korean, Spanish

AWARDS & RECOGNITION

2024 Young Ones ADC Merit Winner

2025 CA Typography Shortlist

2024 MAIP Fellowship Winner

EDUCATION

Fashion Institute of Technology | Advertising Digital Design BFA

New York, NY | August 2023 - Expected Graduation May 2025

Minor in Creative Technology

Fashion Institute of Technology | Communication Design AAS

New York, NY | August 2021 - May 2023

EXPERIENCE

Freelance Designer | PepsiCo

New York, NY | February 2024 - Present

Assisted the design team with mood boards, word maps, idea generation, and teamwork.

MAIP Design Intern | Wondersauce

New York, NY | June 2024 - August 2024

Assisting the Creative team and collaborating closely with various brands on UI design, in conjunction with Art Directors, producers, and copywriters.

Social Media & Video Assistant | Memphis Belle Dance Team

Huntington, NY | June 2023 - August 2023

Delivered high quality work on tight deadlines, enhancing visual communication. Proficient in Adobe Premiere and dedicated to clear, positive communication.

Graphic Designer | International Youth Fellowship

Huntington, NY | May 2021 - September 2022

Used Adobe Creative Suite for impactful content creation, managed design projects, and collaborated with marketing to meet deadlines.

EXTRACURRICULAR

Innovative Technology Club | Fashion Institute of Technology

New York, NY | August 2024 - Present

AI and digital technology and connecting with like-minded individuals.

Secretary of Career Exploration | Student Government Association

New York, NY | August 2023 - December 2023

Participated in team dynamics to hone leadership skills, consistently enriching the school community.

Orientation Leader | Fashion Institute of Technology

New York, NY | July 2023 - August 2023

Guiding new students through campus transition, leading informative sessions on resources and expectations.