En Choi

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EXPERIENCE

Graphic Designer @ BetterLesson
Full-time; Remote | 9.23 – 5.24; 4.25 – 10.25

- Produced social media graphics, website assets and landing pages, email campaigns, paid digital ads, and product packages to promote professional development programs for K–12 faculty and leaders
- Redesigned a responsive and filterable resource center to make professional development resources easier to find, collaborating with a developer on WordPress and Figma
- Organized a Google Drive archive of design, marketing, and sales materials using standardized naming conventions and version control for easier access
- Crafted and reviewed marketing materials for brand consistency and scaled assets to meet various platform and project specifications

Freelance Graphic Designer @ Pearson
Contract; Remote | 4.25 – 12.25

- Created PowerPoint presentations, iconography, bespoke campaign and conference visuals, and simple motion graphics to support the internal division Pearson Virtual Schools and its education services
- Designed welcome kits for enrolled families, partnership apparel, and event signage to deliver physical brand activation at Pearson Virtual School events and conferences

Freelance Brand and Visual Designer @ Foundations for Hope and Justice Consulting
Contract; Remote | 2.22 – 7.23

- Translated the founder's vision to design the core logo, custom illustrations for digital and print, and collateral, establishing a cohesive brand identity
- Created an accessible and responsive web experience to present the founder's mission in creating a more equitable world, drafting prototypes and using branding effectively to support his story

Graphic Designer @ UC Davis Strategic Communications
Part-time; Davis, CA | 5.21 – 9.23

- Designed an award-winning calendar collection to launch the new UC Davis brand identity and welcome the community back to in-person campus operations post COVID-19
- Revitalized a quarterly two-page infographic (Aggie Tip Sheet) after a multi-year hiatus to showcase relevant UC Davis facts, statistics, and features for donors, policymakers, and prospective students and faculty

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 (6.28)
University of California, Davis | B.A. Communications