

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)

- Led the visual and functional overhaul of BetterLesson's resource center, optimizing content architecture with advanced filtering, sticky CTAs, and visual hierarchy
- Designed scalable WordPress layouts and modular components, empowering non-technical marketing and sales teams to independently create, update, and manage campaigns
- Maintained an organized archive of all design assets and files for cross-functional teams, ensuring consistent file naming, version control, and proper usage guidelines
- Served as the point-of-contact for all creative requests, maintaining brand consistency while adapting creative to various formats, clients, and projects

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

- Ensured visual consistency and quality for Pearson Virtual Schools by accurately applying 3 distinct brand standards across all visual communications
- Executed branding, digital, and print projects from concept to completion, aligning with stakeholders on project objectives, managing feedback to refine deliverables, and navigating changing project timelines

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

- Prioritized clarity, accessibility, and impact for the website redesign, ensuring consistency and alignment with the founder's vision and business objectives
- Developed a cohesive brand identity, designing core visual assets like the logo, illustrations, business cards, and more

SKILLS

- 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
- University of California, Davis | B.A. Communication