

## Jeeyon Choi

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jeeyonchoi.com 917.494.0090

15+ Years of Experience. Head of all vision, conceptualization and execution of content, with expertise in graphic design and directing/producing photoshoots. Leading all creative efforts across companies and agencies from brand design to full-scale marketing campaigns, website design, packaging, retail displays, social media and product launch campaigns.

Parsons the New School of Design BFA Degree (2004–2009)

Bronx High School of Science HS Degree (2000–2004)

Head of Creative  
Director, Photoshoots  
Head of Graphic Design  
Video Production  
Digital Design

Brand Development  
Social Media + Paid Ads  
Data Analysis + Trends  
Budget Management

### SiO BEAUTY

Creative Director

(Feb. 2022 – Oct. 2024)

Photoshoot ideation/execution, head of graphics and visual design. In-Store display, packaging and digital production. Head of talent, working closely to oversee projects from concept to execution.

### PAUL STUART

Senior Designer

(Sept. 2019 – Feb. 2022)

360° marketing campaign – print catalogs, email templates and digital ads. Textile design collaborations. Expertise in type, graphics, design layouts and print production.

### CLÉ DE PEAU, Shiseido

Freelance Art Director

(March – June 2018)

Digital guidelines for CDP makeup artists across all retail locations. Step-by-step user manual with clear graphics and streamlined layouts, ensuring easy navigation and effective learning.

### MOD-OP Ad Agency

Art Director

(June 2018 – Feb. 2019)

Rebranding for Baha Mar Resorts, Bahamas. Refining the brand's image with subtle logo tweaks and a shift towards fantasy-like, upscale marketing. Magazine ad placements – print design.

### RODE Advertising

Creative Director

(Feb. 2016 – Jan. 2018)

360° marketing campaign for new development properties in New York City. Logo creation, brand identity, leasing material collateral and websites. Head of multidisciplinary team.

