

Jeeyon Choi

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jeeyonchoi.com (917) 494-0090

15+ years of experience leading the full vision, conceptualization, and execution of content across brands and agencies.
Expert in strategy, design, and directing/producing photoshoots, demonstrating success in guiding multidisciplinary creative teams.
Elevating brands through growth-focused creative—from full-scale marketing campaigns to website design, packaging, retail displays, social media, and product launches.

Parsons the New School of Design BFA Degree

Bronx High School of Science HS Degree

Head of Creative
Creative Paid Strategy
Advertising
CRM Management

Director, Photoshoots
Brand Development
Head of Graphics
Video Production

Digital Design
Social Media Strategy
Data Analysis (Motion)
Budget Management

Color Street

Art Director | Creative Lead
(March - Nov. 2025)

Led a 7-person team, reducing Meta/Google ad costs by 50% with 5–9x ROAS. Directed all brand creative and organic social, managing weekly launches that exceeded \$1M in sales within three days.

SiO Beauty

Creative Director
(Feb. 2022 - Oct. 2024)

Head of Creative for elevated rebrand and strategic paid ads (3–5x ROAS). Led visual design, photoshoots, packaging, and digital production, driving \$250K+ daily sales with strong Amazon growth.

Paul Stuart

Head of Design
(Sept. 2019 - Feb. 2022)

Designed high-end menswear catalogs and email templates, with work featured in The New York Times. Expertise in typography, layout, and print production, driving record Q4 ad performance.

Mod-Op Ad Agency

Art Director
(June 2018 - Feb. 2019)

Rebranded Baha Mar Resorts, Bahamas, refining the brand with subtle logo updates and a shift toward fantasy-inspired, upscale marketing. Led print and digital advertising design.

Clé de Peau Beauté, Shiseido

Art Director
(March - June 2018)

Designed nationwide digital guidelines for CDP makeup artists with clear, visually driven layouts and step-by-step instructions for intuitive learning and consistent application across retailers.

Rode Ad Agency

Creative Director
(Feb. 2016 - Jan. 2018)

Led a team of 3 designers in executing marketing campaigns and collateral for new development properties in New York City, including logo creation, brand identity, and website design.

