

Jeeyon Choi

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jeeyonchoi.com

Creative leader with 15+ years of experience shaping brand systems, leading campaign direction, and producing performance-driven creative across beauty, fashion, and lifestyle brands. Experienced in guiding multidisciplinary teams while remaining hands-on across key design and campaign execution.

Parsons the New School of Design BFA Degree
Bronx High School of Science HS Degree

Creative Direction
Art Direction
Brand Development
Campaign Strategy

Photoshoot Direction
Video Production
Brand Identity
Graphic Design & Layout

Digital Design
Paid Social Performance
CRM Strategy
Team Leadership

Color Street

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

Led a 7-person team across paid and organic creative. Improved Meta/Google efficiency through creative testing, reducing acquisition costs by 50% while achieving 5-9x ROAS. Directed weekly launches and full campaign execution driving \$1M+ in three-day launch windows.

Mod-Op Ad Agency

Art Director
(June 2018 - Feb. 2019)

Led creative development for hospitality and luxury travel clients, including the rebrand of Baha Mar Resorts. Refined brand identity and expanded the visual direction toward a more elevated, aspirational positioning. Worked across print and digital campaigns, from concept development through final production.

SiO Beauty

Creative Director
(Feb. 2022 - Oct. 2024)

Led creative direction for a full brand rebrand across digital, paid social, packaging, and campaigns. Directed shoots and visual systems aligned with performance goals, supporting \$250K+ daily sales and strong Amazon growth.

Clé de Peau Beauté, Shiseido

Art Director
(March - June 2018)

Designed nationwide visual guidelines for makeup artists, translating brand standards into clear instructional systems used across retail and training. Developed layouts and digital tools to ensure consistency in product application and brand presentation across global retail environments.

Paul Stuart

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

Led hands-on print and digital design for luxury menswear marketing, including catalogs, CRM, and retail assets. Helped shape the brand's visual language and contributed to strong Q4 performance. Continued seasonal catalog support post-tenure. Work featured in The New York Times.

Rode Ad Agency

Creative Director
(Feb. 2016 - Jan. 2018)

Led a small creative team developing brand identities and campaign systems for luxury real estate developments in New York City. Oversaw concepting through execution, including logos, visual identity systems, and digital marketing assets for new property launches.

