

JIWON CHOI

COMMUNICATION
EXPERIENCE
STRATEGY
DESIGN

5120 Fifth Avenue, Apt. 103
Pittsburgh, PA.
15232

jiwi.choi@me.com
714.930.6472
jiwonc.com

Education

Carnegie Mellon University

BFA in Communication Design '13
Business Administration Minor

Pittsburgh, PA.

Hochschule für Gestaltung und Kunst

Visual Communication Design

Basel, Switzerland // Fall 2011

Experience

Infinia Group, LLC — Design Intern

Worked closely with design and strategy team through projects; work involved ideation, strategizing, and designs that aligned with clients' vision.

New York, NY. // Summer 2012

Lunar Gala — PR Creative Director

Branded, strategized, and organized the visuals of Carnegie Mellon University's annual student-run fashion show. Branding included events, web-site creation, and was not limited to print and video medium.

Pittsburgh, PA. // 2012-2013

Business Social Responsibility — Freelancer

Designed infographics, presentations, and other visual work for BSR's Healthcare and Advisory Services.

New York, NY. // Summer 2012

29GPS, EDITION 29 — Designer

Designed layouts and user experience for the 'House' magazine under Edition 29 - a tablet-based editorial company.

2012

CMU School of Design — Assistant

Assisted the design professors teaching students about basic form and function through 3D + 2D platforms.

Pittsburgh, PA. // Spring 2012

Los Angeles Magazine — Design Intern

Worked on photo researching/editing, assisting photoshoots, and helping art directors with layouts.

Los Angeles, CA. // Summer 2011

References provided upon request

Skills + Software

Mac + PC
Adobe Creative Suite
After Effects + Video Editing
Flash
Digital Imaging + Retouching
Html + CSS
Sketching + Storyboarding
Motion Graphics + Typography
Digital Photography
Calligraphy
Silkscreening
Book-binding
Ideation + Strategizing
Branding
Market Researching

Activities

AIGA

Professional Association for Design

2009 – Current

Lunar Gala

CMU Annual Fashion Show

PR/Creative Director: 2011 – 2013

2010 – Current

3 Piece Collaborative

CMU Brand Strategy Organization

Founder, Senior Designer + Strategist

2013 – Current

Honors + Titles

Dean's List

Carnegie Mellon University

Fall 2010, Spring 2011

Marilyn Meltzer Scholarship

Study Abroad Award

Fall 2011

Regionally Recognized Portfolio

Scholastic Art + Writing Award

2008–2009