

# JUSTINE CHOI

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## ABOUT ME

A multifaceted social media art director with a deep passion for brand design. I bring over a decade of fine arts training, six years of graphic design expertise, and five years of strategic social media management. Known for my strong design principles and interpersonal communication skills, I thrive in fast-paced team settings and foster positivity in professional environments.

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## SKILLS

Graphic Design, Art Direction, Content Management, Photography, Videography, Illustration, Campaign Marketing, Photo Manipulation, Photo Retouching, Video Editing, Social Media Strategy, Project Management, Team Management

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## SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom), Canva, Asana, Blender, Figma

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## EXPERIENCE

### **Art Director - Boba Tea Protein**

Apr 2023 - Oct 2024

- Conducted market research and competitive analysis to inform design decisions and stay ahead of industry trends, resulting in innovative and effective marketing strategies aligning with strategic objectives to boost profitability by 30% in one year
- Ensured cross-channel consistency in branding and messaging across all social media platforms that increased Instagram followers by 102% within the first year
- Developed and executed social media content creation for organic and paid campaigns across platforms such as Instagram, Facebook, and YouTube, including digital ads, graphics, and videos
- Developed creative content that tells the brand's story through engaging visuals, boosting brand recognition and customer loyalty
- Collaborated with cross-functional teams to ensure cohesive branding and messaging across all channels, enhancing brand recognition and customer loyalty
- Directed and managed weekly photoshoots and video content creation, including short-form video production for social media platforms like Instagram, TikTok, and Facebook
- Effectively managed multiple social media content projects, ensuring alignment with deadlines and business goals

### **Brand Manager - JY Hospitality**

Jun 2022 - May 2023

- Monitored and optimized social media content performance based on key engagement metrics and ROI, regularly reporting on progress to management and making data-driven recommendations for optimization and improvement
- Grew Instagram following by 480% in 4 months, and overall engagement by 150%
- Developed and executed comprehensive marketing strategies for the restaurant launch, including social media campaigns, influencer partnerships, and community events
- Maintained strong relationships with local media outlets, ensuring ongoing positive coverage and brand visibility

### **Graphic Designer - DIVE Studios**

Sep 2021 - Dec 2021

- Led the conception and delivery of OTT deliverables, ensuring alignment with platform requirements and audience preferences
- Work with high-level K-Pop artists to create marketing plans while editing assets based on strategic clientele requirements
- Conducted trend research on social media platforms to ensure relevance and innovation in creative content
- Manipulate photos to ensure they meet talent and company intricate standards and properly market the celebrity feature
- Collaborated with video editors and motion graphic designers to produce cohesive multimedia content that aligned with the overall creative vision

### **Graphic Designer & Social Media Manager - Twinkle Donuts L.L.C.**

May 2018 - Jul 2021

- Created the company's logo and brand identity while devising a social media strategy that kick-started their online presence, significantly boosted engagement, and established a strong, consistent visual and messaging framework across all platforms
- Developed and executed organic and paid social media strategies, resulting in a 500% increase in engagement within 3 months
- Implemented cohesive branding strategies by designing consistent visual assets for social media platforms, ensuring strong brand identity and maximizing audience recognition and engagement

### **Social Media and Design Marketing Intern - We Are Wild Skincare**

Jul 2019 - Feb 2020

- Managed Instagram content to increase social media interaction and increase Instagram follower count by 215% from 700 to 1500+ in a span of 7 weeks
  - Conducted in-depth analysis of social media trends and performance metrics to optimize and enhance campaign effectiveness
  - Collaborated closely with the marketing team to plan and execute comprehensive promotional campaigns
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## EDUCATION

**University of Washington** - B.A. Communications with a focus in Global Media and Technology | B.A. Interdisciplinary Visual Arts

## LANGUAGES

Korean, American Sign Language