

tiffany choi.

GRAPHIC DESIGNER

ABOUT

I am a graphic designer with over ten years of experience under my belt. I am a detail-oriented and flexible designer with roots in all things branding. I've had the pleasure of working with a wide array of brands ranging from corporate to local businesses, some including Marriott Hotels, Costco Auto Program, and Breakfast Republic. I am a hands-on designer who is easy to jive with and I'm a problem solver at heart. I strive for efficiency and functionality, all while finding ways to carry this out resourcefully.

Side notes: I love coffee, trying to be outdoorsy, disc golf, music festivals, and—most importantly—dogs.

EXPERIENCE

SR. GRAPHIC DESIGNER, AFFINITY DEVELOPMENT GROUP (COSTCO AUTO PROGRAM)

june 2021 – present

- lead designer for Costco Auto Program's promotions division.
- present and/or carry out approved concepts for entire campaigns. this includes web design of the promotional microsite as well as producing the print and digital collateral.
- collaborate with cross functional teams to find solutions that fit within co-branding guidelines for several automotive brands, some including GM, Audi, and Volvo.
- lead efforts to streamline and document design department processes and workflows.

CREATIVE DIRECTOR, ALTERNATIVE STRATEGIES

april 2019 – june 2020

- meet with clients on special projects to better understand what is being requested and to better convey limitations and educate the client.
- collaborate with PR and social teams to outline strategy for clients launching new businesses. we executed these projects from start to finish, naming businesses as well as building their brands.
- oversee and review work put out by design team before elevating to project management team.
- hire, train, and manage team of 2-4 interns and international trainees.

LEAD GRAPHIC DESIGNER, ALTERNATIVE STRATEGIES

nov 2017 – april 2019

- manage daily design production responsibilities for design team, including team of interns/trainees.
- collaborate with project management team to determine client's ultimate goal in order to produce designs that will increase exposure for them.

GRAPHIC DESIGNER, ALTERNATIVE STRATEGIES

april 2015 – nov 2017

- produce for all client-requested deliverables, some including magazine ads, marketing materials, logos, branding collateral, and digital/email marketing.
- prepare and deliver print-ready materials for professional printing or publication.

SKILLS

- Adobe Creative Cloud, basic HTML/CSS, Figma, Photography

EDUCATION

BACHELOR OF FINE ARTS 2012, *binghamton university, state university of ny*
concentration: graphic design