



HANNAH CHOI ART DIRECTOR

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## EXPERIENCE

### PUBLICIS MODEM / ONE TEAM (CURRENT)

ART DIRECTOR - CITIBANK

Worked on all digital campaigns including banner redesigns, facebook promotional campaigns and tabs, as well as print ads and out-of-home.

### CHI & PARTNERS / NEW YORK (JUNE - JULY 2011)

ART DIRECTOR - THE BODY SHOP/DIRECT ENERGY

Created all social media campaigns and brand designs including 2011 us holiday promotions.

### DREAMWORKS ANIMATION / GLENDALE, CALIFORNIA

INTERACTIVE ART DIRECTOR - INTERNSHIP (SUMMER 2010)

Helped manage all social media, concepted campaign ideas for Megamind and Shrek 4, online posts, and comic-con 2010, created blog to promote the brand, and designed youtube, twitter, and website pages.

### NBC UNIVERSAL / SYFY (NOVEMBER 2010)

ART DIRECTOR - LIVE CLIENT PITCH

Redefined how the cable channel's website should function, put more focus on the forums and its members, and improved the monetization model.

### WASHINGTON LIFE MAGAZINE (2009)

GRAPHIC DESIGNER

Organized advertising and event layouts for the issues around the Presidential election.

### VIRGINIA LIVING MAGAZINE (2007-2008)

GRAPHIC DESIGNER

Created monthly layouts for the Creative Director, assisted with photoshoots, and prepared everything for print.

## EDUCATION

### VCU BRANDCENTER / RICHMOND, VA (2011)

MS in Mass Communications

Advertising - Art Direction

### VIRGINIA COMMONWEALTH UNIVERSITY (2008)

RICHMOND, VA

BFA in Illustration & Visual Studies

## SKILLS

Photoshop, Illustrator, InDesign, After Effects, Flash, HTML, Dreamweaver, Final Cut Pro, Sound Cut Pro