

# Onyoo Choi

## Graphic Designer

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**Summary** · Multidisciplinary graphic designer with 6 years of experience with a proven track record of delivering brand-driven creative solutions from concept to execution across digital, print, and environmental platforms.

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## Professional Experience

### In-house Graphic Designer

*Everest Refrigeration, CA · FEB 2021 – Present*

- **Designed and managed an entire trade show campaign and booth experience;** oversaw layout, environmental graphics, and production coordination, achieving ~70% cost savings by replacing outsourced services with internal design-led solutions.
- **Reimagined and rolled out a refreshed brand identity system** that contributed to a measurable uplift in customer recognition and engagement, resulting in increased sales within the first quarter post-launch.
- **Led full-cycle print production from design concept to final delivery**—sourcing vendors, negotiating print specs and pricing, and selecting tactile finishes to align brand quality with budget constraints.
- **Strategically designed and executed end-to-end creative assets** including branding, trade show installations, print materials, and product visuals, contributing to a consistent and elevated brand presence across all channels.
- **Played a key role in building an in-house photo and video studio setup;** directed product shoots and post-production editing using motion graphics, reducing reliance on external vendors and saving up to 80% in production costs.
- **Actively collaborated cross-functionally with marketing and sales** to develop high-impact visuals that supported product launches, sales enablement, and customer education initiatives.

### Production Artist

*Abeka Publishing, FL · JAN 2019 – FEB 2021*

- **Designed scalable, multi-volume layout systems for children's educational publishing**—enhancing readability, visual hierarchy, and production efficiency across hundreds of pages using InDesign, Illustrator, and Photoshop.
  - **Created engaging motion graphics from initial concept and storyboarding** through to animation and post-production in After Effects, contributing to the development of interactive digital learning materials.
  - **Collaborated closely with editorial and production teams** to ensure consistency with brand guidelines and typographic systems, meeting tight publishing schedules without compromising design integrity.
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## Skills

**Tools & Softwares:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) · Figma · Webflow · HTML & CSS · Microsoft Office · AI-assisted design tools

**Design & Technical Skills:** Brand Identity Design · Motion Graphics · Photography · Video Production · Illustration · Typography · Color Theory · Web Design · Prepress & Print Production

## Education

**B.S. in Graphic Design**

Minor in Art

Pensacola Christian College  
2016 – 2020