

Onyoo Choi

Multimedia 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, environmental, and video platforms, including video editing and motion graphics.

Professional Experience

In-house Graphic Designer

Everest Refrigeration, CA · FEB 2021 – Present

- **Designed and managed end-to-end production of a wide range of marketing and sales assets**—including brochures, emails, social media, signage, and booklets—helping refine and elevate the brand's visual presence across platforms while ensuring design consistency and adaptability for both print and digital use.
- **Performed video editing and created motion graphics** for product videos, tutorial videos, corporate information videos, and PowerPoint video content, reducing dependency on external vendors.
- **Led full-cycle print production from concept to delivery**—sourcing vendors, negotiating specs, and selecting finishes—while maintaining alignment with brand standards and budget constraints.
- **Efficiently repurposed and resized existing assets across multiple channels**, leveraging templates and internal workflows to streamline production.
- **Collaborated cross-functionally with marketing and sales teams** to develop high-impact visuals supporting product launches, sales enablement, and customer education initiatives, while managing production workflows and timelines through internal tools.

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.

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