



# Chris Choi

<http://www.linkedin.com/in/ichoic>  
818.726.4474

[chris@i-choic.com](mailto:chris@i-choic.com)

[www.i-choic.com](http://www.i-choic.com)

<http://www.behance.net/chrischoi>

## summary

Award-winning Digital and Graphic Designer with 10 years of experience creating business solutions using digital and traditional media for financial services, consumer products, sports, and entertainment. Talented team player with expertise in designing and building multimedia websites, branding id, logos, interactive sales tools, exhibit designs and printed collateral. Recognized by users for creativity, professional demeanor, and sensitivity to deadlines / budgets. Maximizes brand identity, sales results and product awareness.

## core competencies

User Experience / UX  
Multimedia

Information Architecture / IA  
Creative / Analytical

Human-Computer Interaction / HCI  
Resourceful / Flexibility

## professional experience

### **GENWORTH FINANCIAL WEALTH MANAGEMENT, Encino, CA**

**2005 - 2011**

#### **Digital Designer**

**2010 - 2011**

Developed design ideas and transformed into fully worked-out user experience (UX) solutions for Wealth Management division's Financial Advisors, sales staff and high net-worth client base. Consulted with users, wrote UX specifications, created wireframes, designed HTML mark-up specifications, CSS, and provided final product visual specifications to development team. Assisted non-UX team members in understanding multi-platform design, Information Architecture (IA), Human-Computer Interaction (HCI) and related issues. Developed new projects based on research of audience interactions with services and product platform.

- Enhanced sales revenue by creating and developing YourPCG.com for the Private Client Group, meeting the needs of the Financial Advisors (FA) and the high-net worth clients.
- Increased wealth management sales and improved compliance regulations by establishing branded and locked-down templates for sales team, enabling consistent communication with prospective / current clients, to provide latest financial news, seminar information, and event invitations.
- Increased awareness of company products/services and was instrumental in migrating company to technologic tools by partnering with vendor to develop SailingAndRowing.com which educated investors on market cycles and investment strategy, as well as advisor availability.

#### **Graphic and Web Designer**

**2005 - 2010**

Designed and developed monthly and quarterly printed and online performance and allocation materials. Worked within corporate branding standards to design set of brochures and client kits. Researched technology and vendors to create email communication tool to deliver up-to-date information on financial industry and platform updates. Designed branded set of email communications, enhancing company image and providing uniform branded user experience across all communications.

- Increased awareness and improved corporate images by designing and developing UX and UI of interactive touchscreen for Conference tradeshow booth.
- Collaborated with Investment Management and Project Managers to visualize and design information graphics from concepts and numeric data.



## **NATIONAL FOOTBALL LEAGUE PROPERTIES, Los Angeles, CA**

**2000 - 2004**

### **Graphic and Web Designer**

**2001 - 2004**

Designed websites, interactive promotional tools, logos, brochures, ads, CD-ROMs. Reported to Executive Art Director and collaborated with stakeholders on gathering information and planning of websites. Contracted and partnered with designers to prototype concepts. Developed wireframes, user interface (UI) and user experience (UX) based on stakeholder requirements. Worked closely with backend developer to tie in frontend designs and action scripts. Assisted and art directed at photo shoots. Worked with Art Director to provided hand-drawn illustrations.

- Increased awareness for NFL Equipment by further establishing brand with Art Direction on photo shoot and designing of collateral for launch campaign.
- Part of design team that designed and created collateral, interactive media, environmental designs for Reggie Award winning premiere NFL Kickoff Event in Times Square New York.
- Designed UX and UI for NFLConsumerProducts.com, now NFL.biz, an innovative website that delivered league marketing campaign, logos and style guides to sponsors, affiliates and licensees.
- Enhanced NFL brand by designing UI and motion graphics for NFLBlitz.net, the league intranet resources for league employees.

### **Production Artist**

**2000 - 2001**

Supported Art Directors by developing concept and compositions. Collaborated with copy writers and proofreaders on editorial changes and updates. Executed print production and worked closely with Director of Print Services on preparing final packages including materials supporting the NFL, clubs, sponsors and affiliates.

- Provided collateral materials for events such as the Draft, Preseason, Kickoff, Playoffs, Pro Bowl and Super Bowl.
- Designed assets and created digital illustrations for NFL Insider magazine.

## **education**

BFA, Illustration, California State University of Fullerton, Fullerton, CA, 2000, Dean's List

## **freelance**

NFL (Website redesign and management, banner ads)  
NFL Interactive Media (Banner Ads, Pop-up, Splash Pages)  
NBA / National Basketball Assosiation New Media (banner ads)  
Compu-aire (Website Flash Intro); Dejaun Jewelers (Logo and Website)  
DesignerValues (Logos and Website); Ciao Coffee and Tea Co. (Logo)  
Sonic Surgery (Brochure Design); Perfect Body Formula Website (Flash Intro)  
Hookup Wireless (Logo and Website); LM Cellular (Logo)  
Sepulsha LLC (Art Director, Storyboard and Concept Artist)  
Luminex Lighting (Package Design)  
Long Night's Reprieve (Graphic Designer and Storyboard Artist for short film)



## technical skills

MAC and PC Proficient

Adobe CS 5 Master Collection: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Flash Catalyst, After Effects, Premiere, Fireworks, SoundBooth, Adobe Acrobat Pro, MS Office

HTML / CSS / DHTML / XHTML, XML, JavaScript, Flash ActionScripting, HTML5 and jQuery

CMS Software: Wordpress and Drupa

Experience with Product Photography and Sports Photography

## honors and awards

Nominated for Genworth Financial Associate of the Quarter, 4th Quarter 2010

Genworth Financial Associate of the Quarter, 2nd Quarter 2009

Reggie Award, 2003

CSUF Art Alliance Scholarship

Ebel Club of Orange County Art Scholarship

Bank of America Award of Excellence in Art

1st Place in Airtouch Cellular Samaritan Art Contest

Featured in L.A. Times Article, Orange County News Section, July 6, 1994

## testimonials

"I worked closely with Chris over the past 5 years. He is dependable and talented. He uses insight and thought when pressing forward with projects. He is a good decision maker and deadline oriented. If you need your creative project to be on time and look good, Chris will deliver. He is calm and introspective, nice traits to have for a creative person. I highly endorse both Chris as a person and his work."

- Carol Johnston, Sr. Graphic Designer, Genworth Financial

"Top notch in every respect. Scary talented. Outstanding worker. Very unassuming."

- Bill Barron, Vice President, General Manager, National Football League