

Hongsuk CHOI

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Portfolio: www.hongchoi.com



PROFESSIONAL SUMMARY:

- A designer with 15 years of experience who can bridge the gaps between corporate technical and marketing depts.
- A highly motivated and results oriented designer who is creative and imaginative.
- Possess exceptional skills interpreting clients' idea and concept into tangible design features and models.
- Created Annual Reports, corporate identities, marketing brochures, packaging, product design, websites and exhibit display for numerous Fortune 500 companies such as Procter & Gamble, K-Mart, Audi, Detroit Edison, Compuware, Comerica Bank, Delphi Automotive, Taubman Centers, Wolverine World Wide, Handleman, etc.

TECHNICAL SKILLS:

- Experienced in working with Adobe Photoshop, Illustrator, Fireworks, 3D Studio Max, Alias, Rhino, After Effects, Premiere, Freehand, Flash, Dreamweaver, Quark Express, and various graphic software.
- Extensive working experiences in web design, 2D & 3D animations, photo retouching, product design, merchandise design, retail store design and exhibit displays.
- Maintain and troubleshoot both PC and Macintosh platforms, resolved numerous technical issues.

WORK EXPERIENCE:

Pangborn Design, Ltd., Detroit, Michigan 1992 - Feb, 2009

- May, 2003 – Feb, 2009 Director of Graphic Design
- July, 1996 – May, 2003 Senior Graphic Designer
- May, 1992 – July, 1999 Graphic Designer

- Led a team to design and produce print, identity, packaging, multimedia, and web design.
- Developed business, managed vendors, served as client liaison.
- Conceptualize, design, and present advertising campaigns to clients.
- Responsible for production and design of various 3D illustrations, product design and exhibit display
- Responsible for creating and adhering to clients brand initiatives.
- Lead designer of the world renowned Pangborn Tie, Scarves and retail products.
- Expanded the design work into home furnishings.
- 3D Modeler and Environment Artist experienced in architectural modeling using a variety of programs.
- Designed 3-D computer graphics projects for broadcast and corporate communication video.
- Managed over 10 designers nationwide on various design projects for numerous clients.
- Managed press checks, art directed photos, supervised team design efforts.
- Produce and retouching photography for use in print collateral.
- Implemented training courses for new designers to increase work efficiency and profitability.
- Planning, design and implementation of complete web sites including all updates.

EDUCATION:

Center for Creative Studies – College of Art and Design (CCS-CAD), Detroit, Michigan

Bachelor of Fine Arts (BFA) in Graphic Communications, May 1993

PROFESSIONAL HONORS / ACHIEVEMENTS:

- Award of Excellence in the 15th annual IABC/Detroit Renaissance Awards Competition, May 1996.
- Charles Dana Gibson Memorial Scholarship by Society of Illustrator in New York, (full-tuition awards) 89 - 92
- CCS – CAD Continuing Scholarship, 91 - 92.
- CCS – CAD Merit Scholarship, 89 - 91.