Yeerim Choi

https://www.yeerimchoi.com/ (+1) 213-249-0541 yeerimchoi.com@gmail.com

EDUCATION

California State University, Fullerton, California Aug 2021 - May 2024
Bachelor Of Fine Arts | In Graphic and Interactive Design

Fullerton College, California Aug 2018 - May 2021
Associated In Arts | Art

PROFESSIONAL SUMMARY

Passionate Designer with proven track record of user research, wire framing, ingeractive prototyping, and optimizing information architecture to enhance user experience. Skilled in designing consistent interation patterns and behaviors that align with brand identity and usability principles. Experienced in working in deadline-driven environments. Highly motivated and versatile crater ready to support the marketing vision.

EXPERIENCE

Graphic Designer | Advanced Research Center, Inc., [Anaheim]
July 2024- Present

- Lead design and marketing efforts for clinical research studies in Internal Medicine, Pediatrics, and Psychiatry/CNS, creating outreach materials to engage patients and caregivers.
- Conceptualize and produce multi-channel campaigns, including brochures, bus advertisements, social media graphics, digital forms, and websites tailored for effective study recruitment.
- Manage branding consistency, vendor coordination, and collaborate on budget-related aspects as part of marketing planning to ensure high-quality production aligned with sponsor and regulatory standards.
- Collaborate with clinical teams, sponsors to align creative strategies with study goals, and manage digital initiatives like website updates and email campaigns to boost participant recruitment and retention.

Graphic Design Intern | Kaleidoscope + ConceptZombie LLC, [Remote]
June 2024 - July 2024

- Designed promotional materials using Illustrator, Photoshop, and Canva, resulting in a 15% incresed in follower engagement for Kaleidoscope's 50+ tenants.
- Crafted capitivating graphics for over 6 live music events, leveraging Adobe Creative Suite to create dynamic animations, bespoke visuals, and branded elements.
- Collaborated with the senior designer to develop designs and animations for over 40 programs tailored for Kaleido kids events, enhancing overall aesthetics and branding their work.

Graphic Design Intern | World Of Dance, [Fullerton, CA]
June 2023 - Dec 2023

- Created over 50 promotional materials with Photoshop and Illustrator to showcase celebrity dancers and competition teams, increasing event attendance by 30%.
- Developed 50+ dance videos with Adobe Premiere key-frame animations, resulting in a 25% boost in social media engagement and video views.
- Contributed to the design and animation of 40 event programs, enhancing the overall aesthetic and branding of World of Dance, and leading to a 40% increase in software application downloads.
- Designed 20 responsive web designs and 5 mobile app interfaces, improving the user experience for over 100,000 event attendees and increasing app usage by 50%.

RECOGNITIONS

Fullerton Arboretum	Fullerton Aboretum: Arboretum landscape water color	Jan 2023
Gallery Exhibition	BFA Show: Evening of Brain	May 2022
Red Dot 12	Art Exhibition : Chuck Jones Red Dot	May 2022
Art Exhibition	Art Exhibition : Vision Youth Charity Center	Feb 2022
Student Show	Art Show : 2019 Student Show	May 2019

SKILLS

- Figma / XD
- Adobe Creative Suite
- User Interface (UI) Design
- User Experience (UX) Design
- Graphic Deisgn
- Typography and Layout Design
- Composition
- HTML / CSS / Javascript
- Animation
- Video Eiditing and Motion Graphics