

# Jane Choi ☺

## Art Director + Designer

### Contact

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Portfolio: janechoi.co

### Education

The University of Texas at Austin  
May 2021 | B.S. in Advertising  
Texas Creative Sequence

### Skills

- Adobe Creative Suite
- Figma
- Google Analytics
- Procreate
- Korean (Fluent in speaking, reading, & writing)

### Interests

- Handlettering
- Sticker Design
- Food Photography
- Trying new coffee recipes
- Tolerating lactose even though I shouldn't

### Work Experience

#### Vice President for Student Affairs | Student Assistant

May 2019 - Present | Austin, Texas

- Designed graphics, performed analytics, photographed events, and managed social media accounts for the Division of Student Affairs at the University of Texas at Austin
- Skills Applied: Google + Social Media Analytics, Photography, Design, Account Management

#### Texas Creative Portfolio Program | Art Director

August 2019 - December 2020 | Austin, Texas

- Developed brand insights and created fully-integrated campaigns
- Work critiqued by industry professionals every semester
- Skills Applied: Art Direction, Concept, Creative Strategy, Design, Illustration, Teamwork

#### 4a's MAIP Fellow | Selected by Deutsch Inc.

June 2020 - August 2020 | Remote

- Learned from industry leaders through workshops, case studies, and integrated campaign projects
- Art directed for clients from Saatchi & Saatchi, 100 Roses From Concrete, and Digitas
- Skills Applied: Art Direction, Concept, Creative Strategy, Design, Teamwork

#### Afterglow ATX | Digital Designer

February 2020 - May 2020 | Austin, Texas

- Created digital illustrations and graphics for articles written in the Afterglow ATX music publication
- Skills Applied: Concept, Design, Illustration