



HANNAH CHOI ART DIRECTOR

HANNAH-CHOI.COM
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EXPERIENCE

PUBLICIS MODEM / ONE TEAM (CURRENT)

CITIBANK - ART DIRECTOR

Worked on all digital campaigns including banner redesigns, facebook promotional campaigns and tabs, as well as print ads and out-of-home.

CHI & PARTNERS / NEW YORK (2011)

THE BODY SHOP - ART DIRECTOR

Created all social media campaigns and brand designs including 2011 us holiday promotions.

DREAMWORKS ANIMATION / GLENDALE, CALIFORNIA

INTERACTIVE ART DIRECTOR - INTERNSHIP (2010)

Helped manage all social media, concepted campaign ideas for Megamind and Shrek 4, online posts, and comic-con 2010, created blog to promote the brand, and designed youtube, twitter, and website pages.

NBC UNIVERSAL (2010)

SYFY - LIVE CLIENT PITCH / ART DIRECTOR

Redefined how the cable channel's website should function, put more focus on the forums and its members, and improved the monetization model.

VIRGINIA LIVING MAGAZINE (2007-2008)

GRAPHIC DESIGNER

Created monthly layouts for the Creative Director, assisted with photoshoots, and prepared everything for print.

EDUCATION

VCU BRANDCENTER / RICHMOND, VA (2011)

MS in Mass Communications

Advertising - Art Direction

VIRGINIA COMMONWEALTH UNIVERSITY (2008)

RICHMOND, VA

BFA in Communication Arts, Illustration, & Visual Studies