

Michael Choi

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Experience

Police and Fire Federal Credit Union | Graphic Designer | 10.2024 - Current

- Designed high-quality print materials including on-site signage, direct-mail, and other marketing collateral.
- Managed projects from concept to production, ensuring brand consistency while also handling client invoicing and budget planning.
- Redesigned a Home Equity Loan campaign that brought in 162 new loans worth \$6M.

Freelance Graphic Designer | 2018 - Current

Notable Clients:

Civic Entertainment Group – Ford: Worked within a creative team to create signage and wayfinding for the grand reopening of Michigan Central Station.

Wills Eye Hospital: Designed fundraising campaigns, which included mailers, brochures, and social media content.

Laurel Hill Cemetery: Created the overall look for their annual Gravedigger's Ball, which included mailed print pieces and digital collateral, along with redesigning their print collateral for other events.

Compass Real Estate | Designer | 09.2021 - 02.2023

- Collaborated with Marketing department to design unique brand systems and marketing collateral for 30+ agents and their teams nationwide.
- Created presentation templates for agent meetings to pitch redesigns and new brand systems.
- Assisted in training and onboarding an international design team.

Center City District - Philadelphia | Graphic Designer | 09.2015 - 09.2021

- Led cross-functional company meetings to assess design needs and coordinated design planning and production with research, marketing, sponsorship, and fundraising teams.
- Mentored summer interns, managing their projects and providing art direction.
- Cultivated and managed relationships with printers and photographers to ensure project completion within deadlines and budget constraints.
- Redesigned fundraising letters and introduced new printing technologies, including mail-tracking and digital advertising. Resulting in a 60% increase of public donations after implementation.

Skills

Brand Identity Design, Working knowledge of HTML/CSS, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Typography and Layout Design, Project Management

Education

Rutgers University - Camden
B.A in Graphic Design

Burlington County College
A.S in Business Administration