

# Edward Cho

Graphic Designer

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portfolio: <https://edwdcho.com/>

## Summary

A graphic designer, with 3+ years of experience providing services for branding, and pixel perfect designs. Proven ability to create quick designs and increasing engagement on social media platforms.

## Services

Graphic Design, Photography, Video Editing, 3D Rendering, UI Design, Motion Design, Email Design, Presentation Design

## Skills

Photoshop, Illustrator, After Effects, InDesign, Premiere Pro, Lightroom, Dimension, Bridge, Acrobat, Figma, HTML, CSS, CMS,

## Language

Korean & English

## Education

### The New School

Parsons School of Design

BFA Integrated Design

Jan 2021–May 2023

GPA: 3.88

### PrattMWP

School of Fine Arts

BFA Communication Design

Sep 2019–Transferred: Dec 2020

GPA: 3.82 Dean's List Recipient

# Experience

## Modyfi – Visual Designer

Jan 2024–Apr 2024

- Collaborated with Head of Customers and Marketing team to develop a visual identity for Modyfi's YouTube Channel by creating the design infrastructure for YouTube thumbnails and banner
- Designed and developed social media assets, posts, and content for the Modyfi Marketing team which led to an increase of user retention and sign ups for the platform 2x the amount

## SAP – CX Visual Designer

Aug 2023–Jan 2024

- Designed digital product campaigns for SAP enterprise software including SAP CX CRO Events, SAP CX Newsletters, SAP CX Sales info graphics with the CX CRO Office resulting in a 56% increase in communication engagement and succeeding in securing partnerships with Google and Samsung in the APAC Region
- Designed SAP merchandise for special holiday events in collaboration with the Marketing, Sales, and Product Team
- Finalized and designed presentations for internal and external audiences of over 600+ participants

## Parsons School of Design – Visual Designer

Mar 2023–May 2023

- Designed layout and typography of Parsons Integrated Design Catalogue in collaboration with 65 students, Department Head, and Thesis Professors
- Designed print and digital version of the cover of the catalogue
- Assisted in promoting catalogue across social media platforms with social team resulting in a collaboration with job platform, Creatively

## Jackfir – Graphic Design Intern

Aug 2022–Dec 2022

- Designed and developed digital assets for social media, website, and email newsletters resulting in 24% increase of social media and website engagement
- Contributed to the launch and visual identity of the brand by creating design templates for newsletters and social media
- Designed digital banners and cards for shopping platforms such as Amazon and finalized layout of marketing campaigns for clients

## Freelance Graphic Designer

Jan 2021–Now

- Designed and developed print and digital projects for commercial, fashion, music, entertainment industries. Clients include Piers Devante/ESKO, ENDLESS Studio, DJ Camgirl, Deestroying, Fortress NYC

## PrattMWP – Graphic Designer

Sep 2019–Mar 2020

- Designed and developed digital and print projects for PrattMWP Administration for special student events
- Assisted in production of posters and editorial for the PrattMWP website for community