


# JUHEE CHOI

ILLUSTRATION + DESIGN

Alhambra, CA, 91801 

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## EDUCATION

ArtCenter College of Design-Pasadena, CA  
Bachelor of Fine Arts in Illustration

Expected Apr 2025

## EXPERIENCE

### FREELANCE

#### QUEBON CAMPUS | Graphic Designer | 2020 - Present

South Korea, Seoul

- Designed a book and illustrations in a publication.
- Created illustrations for online educational content aimed at teaching children.
- Designed posters for display at the academy.

### IN - HOUSE

#### 826LA | Graphic Design Intern | Sep 2024 - Nov 2024

Los Angeles, California

- Created custom LA maps, postcards, and stamps aligned with the brand concept.
- Designed posters and Instagram posts to promote the Holiday Market.
- Led product design projects from concept development to final production.

#### EQUALKEY | Graphic Designer | June 2023 - Nov 2023

South Korea, Seoul

- Designed the cover and interior layout for a mathematics textbook.
- Designed problem set spreads for educational platforms in online learning.
- Designed tote bags and pencils as consumer products for children.

### PROJECT

#### SKYPHOS | May 2024 - Aug 2024

Beer Packaging and Branding Project

- Developed beer packaging designs and branding materials inspired by love and Greek-Roman mythology
- Created logos, posters, a website, and Instagram posts
- Enhanced skills in brand storytelling, and integrated marketing strategies

## SKILLS

### Language

Native in Korean / Fluent in English

### Software

Adobe CC(Photoshop, Illustrator, Indesign),  
Procreate, Microsoft Office, Goodle Suite  
(Docs, Spread, Slides)

### Design

Illustration, Graphic Design, Book Cover Design,  
Editorial illustration, Typography, Children's  
Book Illustration, Printmaking, Poster Design,  
Packaging Design, Consumer product Design

## AWARDS

Artcenter Student Gallery

Little Forest | Apr 2023 - Present

SKYPHOS | Aug 2024 - Dec 2024