

Gordon Choi

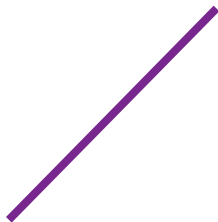
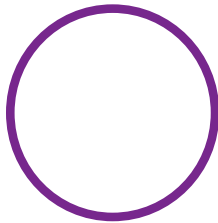
Visual Communicator

UI/UX

gordonfchoi.com

cargocollective.com/mainio

me@gordonfchoi.com



Experience

- 05-07 2015 **The Boston Consulting Group Digital Ventures, Manhattan Beach, CA**
UI/UX Designer
Intern designer position work in a team. The position works with a fashion industry's reformulate/consult on their E-commerce capability and the design.
- 05-07 2014 **Slowalk, Seoul, South Korea**
Designer
Short term designer position work directly with CEO of the company. The position works with Naver Happy Bean foundation and Non profit organizations such as National Trust, iCoop and Green Peace along with corporation works like Doosan Engineer and Mercedes Benz.
- 11 - 12 2013 **Sennheiser Electronics GmbH & Co. KG, Wedemark, Germany**
Creative Partner
Supported and created a interior design concept for Sennheiser's new flagship Store in Wedemark, Germany.
- 01 - 12 2013, 2011 - 2013 **Art Center College of Design, Pasadena, CA**
Graphic Design Major Representative, Art Center Student Government
Connected students and faculty to address demands and policies. Involved with school policy decisions to represent the voices of present and future students.
- Peer Mentor
Served as peer leader for Art Center's incoming students. Provided tips, cautions and lifestyle advice.
- 01 - 05 2012 **Teaching Assistant**
05 - 09 2012 Design 2 with Bruce Claypool, Comm Design 4 with Sean Adams. Packaging 2 with Gerardo Herrera and
10 2014 - 04 2015 Andrew Gibbs.
- 04 - 08 2012 **Moving Brands, San Francisco, CA**
Intern
Worked closely with CEO and founder. Helped produce identity systems, interactive designs, conference designs, and assisted on photo shoots for clients.

Education

- 09 2014 - 2016 **Art Center College of Design, Pasadena, CA**
Master of Fine Arts in Media Design Practice with a specialization in UI/UX design, Interactive Packaging. Expected to graduate in 2016.
- 09 2010 - 04 2013 **Art Center College of Design, Pasadena, CA**
Bachelor of Fine Arts in Graphic Design with a specialization in packaging, print and interactive design. Graduated with honors.
- 05 - 08 2013 **Sponsored Project**
01 - 05 2012 **Test Lab Berlin : Reboot Retail, Berlin, Germany**
Studio abroad participant selected to create a new retail experience. Researched and produced a pop-up retail space with characteristics unique to the city of Berlin and Berliners. The location was the Bikini Berlin with Sennheiser, Nestle and Johnson & Johnson's.
- Fujitsu Ten, Torrance, CA**
Sponsored project at Art Center for a Toyota family car navigation (multimedia user interface) Interaction system.

Recognition

- 2015 **International Space App Challenge, NASA**
Global finalist, Pasadena grand award for "Astro Gro". The Project worked as a team with Caltech Electronical Engineer Ph.D Alax Pai, Jama Muhamed, Torkom Pailvanien , Caltech Biochemistry & Molecular Biophysics Ph.D Candidate Betty Wang, Product Application Diana Le, Lead Software Engineer Steve Winston, INSEAD Tavor Yisrael. <https://2015.spaceappschallenge.org/project/astrogro/>
- 2013 - 2015 **Adobe Design Achievement Award**
Semi-finalist for "Para/Diabolic Trajectory", "Dulce Mexico", "CZC Zombie Survival kit", "Savery and Watt", "Urban"
- 2014 09 **Creative Quarterly 37**
Runner-Up for Graphic Design "Sickle and Hammer to Throne"
- 2014 08 **Pathfinder Awards**
Gold Prize for Poster "The sky's the Limit", "Sickle and Hammer to Throne"
Grand Prize for Typography "Para/Diabolic Trajectory", "Savery and Watt", "Korean Air"
- 2013 **Designer Showcase by Avery Dennison**
"Urban Cosmetics" [designershowcase.averydenni](http://designershowcase.averydenni.com)