

SOOYUN

CHOI

Made in Korea, Assembled in Canada,
Tested in the United States

Education

University of California, Berkeley
Bachelor of Arts, Practice of Art
Graduated May 2012

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- HTML, CSS, SCSS
- Microsoft Office Suite & iWork
- git, GitHub

+ Contact

hello@sooyunchoi.com

sooyunchoi.com

Mountain View, CA

Employment

2014

02.2013 - 05.2014

Creative Manager

Guidebook, Inc.

- Led the brand design implementation process for over 200 Enterprise clients
- Improved usability of content management system through cross-departmental discussions
- Directed and animated videos highlighting the company's various solutions to customers, including an award-winning solution proposal for the City of Fukuoka in Japan
- Collaborated with the marketing director to design and code emails that brought in leads, nurtured existing clients, and doubled the click-through rate to surveys
- Optimized the sales team's assets and workflow by designing marketing collateral, flyers, and landing pages based on a collateral audit

2013

05.2012 - 02.2013

Customer Success Associate

Guidebook, Inc.

- Developed the Enterprise product's workflow by providing feedback on best practice for user cases and troubleshooting with the engineering team
- Sustained 100% client satisfaction on Zendesk support tickets
- Curated and wrote support articles on Guidebook's content management system and app
- Created presentations and promotional materials to visually demonstrate product timeline and to ensure clients' success with the Guidebook app and service

2012

01.2012 - 05.2012

Training Intern

DreamWorks Animation

- Supported HR and onboarding training programs for new hires
- Assisted the Training Coordinator in preparing classes and artistic development events