Elly Choi

**Graphic Designer**

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BIO

I am a **graphic designer with vast experience in the fashion industry,** a recognized talent for creating impact and a proven ability to deliver high quality artwork to tight deadlines.

I am currently working for [RB Sellars](http://www.rbsellars.com.au), a regional outfitting retailer. I am responsible for designing & creating season catalogues which are printed and delivered to 500,000 houses across Australia. I am also in charge of developing EDM’s for mailchimp and website banners to reach thousands of customers in a weekly base.

In my past venture, I contracted to Kanzi International, assisting with their expansion across the Australian Market; delivering design solutions for cafes, pubs and fashion retailers across print, online and digital media channels.

Previous to that, I worked for Fast Future Brands, the stakeholders of [Valleygirl](http://www.valleygirl.com.au/), [TEMT](http://www.temt.com.au/) and [MIRROU](http://www.mirrou.co.nz/). My daily duties involved: **designing season campaign concepts**, website landing pages, promotional materials, newsletters, managing Social Media (monitoring and developing for **Facebook and Instagram**), photographing and creating mock-ups.

I have also worked and owned an online fashion business called [MadSexyCoolGirl](http://www.madsexycoolgirl.com.au/), where I learned a lot about **retail strategies and how customers behave** facing different concepts and how these can improve profit.

During my diploma, I did an internship in a print shop where I gain valuable skills on press ready settings, bleeding, CMYK vs. RGB schemas, colors overprint and dielines.

I am very **dedicated**, always on time, **reliable** and **eager to learn**.

Summary of Qualifications

* Designing material focusing on the user needs to generate maximum user interaction
* Strong background using Adobe Creative Suite (Illustrator, InDesign & Photoshop)
* Proficiency in MS Office Word, Excel and PowerPoint
* Excelent typography skill
* Basic HTML skills (Modify content & banners, product catalogue photos using Dreamweaver)
* Highly inventive and creative
* Ability to work well within a busy, often fast-paced environment
* High standards of personal presentation and customer service
* Passionate, reliable and well spoken
* Keen to learn and develop new skills
* Proficiency with Mac & PC

Employment Details

**RB Sellars, Melbourne - VIC – Aug 2016 to present**

**Company’s overview:***An Australian rural and regional outfitting company*

**Responsibilities:**

* Creating seasonal catalogues under tight deadlines (up to 500,000 copies where no mistakes are acceptable)
* Designing website banners and EDM’s (mailchimp) to create impact and maximise engagement
* Monitoring and producing Facebook and Instagram digital advertisement
* Product and Model retouching, background exclusion, photo enhancement such as colour correction and alterations and product manipulation
* Visual signage for stores and events
* Managing names and organising digital files
* Generating internal sales reports and marketing material

**Free Lancer, Melbourne - VIC – Sep 2015 to Present**

**Company’s overview:***Free lancing for small companies using gumtree as the source of advertising.*

**Responsibilities:**

* Providing advice to small business on creating effective marketing material
* Designing, retouching and scathing artwork for posters, banners, business cards
* Quoting jobs using past experience to accurately offer clients with a honest price
* Making using of web storage services such as Dropbox and OneDrive to facilitate exchange of large files
* Converting high resolution files into web safe content

**Kanzi International (Kanzi Fashion, Kanzi Club & Kanzi Cafe), Sydney - NSW – May 2015 to Aug 2015**

**Company’s overview:***Kanzi International is a well-known company in Sydney, owns Kanzi Fashion, Kanzi Club & Kanzi Café. As a main business,* Kanzi Fashion is one of Sydney’s leading fashion retailers, offering latest trend clothing at affordable prices.

**Responsibilities:**

* Designing store banners, posters and signage
* Managing social media channels (Facebook, Instagram)
* Creating Club vouchers, event tickets
* Designing Club menus
* Creating artwork for magazines
* Updating website tiles, adding products and managing promotions
* Photographing, retouching and preparing products to be displayed online

**Fast Future Brands (Valleygirl & TEMT), Sydney - NSW – Aug 2012 to Jan 2015**

**Company’s overview:**Fast Future Brands is a well-established, innovative retail company and owner of popular brands Valleygirl, TEMT and Mirrou; counting with over 170 stores throughout Australia, New Zealand, Singapore and South Korea.

**Responsibilities:**

* Working independently and/or in a team on the production of concepts for well-known fashion brands such as Valleygirl and TEMT, ensuring that designs communicates with customers
* Working towards tight deadlines yet ensuring expectations are managed, resulting in satisfaction
* Preparing artwork for newsletters, Social Media pages (Facebook, Instagram and so on), product imagery, catalogues, email templates, all sorts of signage, promotional online and in store material (including packaging)
* Creating conceptual website landing pages & banners
* Managing season campaigns from concept to delivery
* Product photo shotting (flat lay & mannequin products)
* Image cropping and retouching
* Preparing mock ups to provide guidance to internal staff in understanding final visual concept

**MadSexyCoolGirl, Sydney - NSW – Jun 2011 to Aug 2012**

**Company’s overview:**An online fashion shop specialized in affordable high quality leather bags, shoes and women accessories.

**Responsibilities:**

* Designing website layout and promotional banners
* Creating mail advertisement artwork
* Photographing models and products
* Retouching images and creating web ready files
* Maintaining stock and controlling sales
* Planning, analysing and developing content for products
* Contacting overseas suppliers, negotiating deals in English, Korean and Chinese

**Crispy Image Printing, Sydney - NSW – May 2010 to Feb 2011 (Internship)**

**Company’s overview:** A discount printing company, offering a wide range of digital printing services including business cards, brochures, flyers.

**Responsibilities:**

* Creating flyers, Labels, Packaging and various print media materials to specific guidelines
* Assisting with creation of digital assets (web banners, splash screens, etc)
* Producing sales support materials such as presentations
* Developing brand guidelines and style guides for corporate clients
* Image retouching and management of image libraries
* Preparing mock ups to finished art standards

***Education***

**Sydney School of Business & Technology – Sydney**

**Course:**  Certificate IV in Business Administration | **Dates:** 2011 – 2012

**Billy Blue - College of Design - Sydney**

**Course:**  Diploma in Printing & Graphic Arts | **Dates:** 2010 – 2011

**Lloyds - International College - Sydney**

**Course:**  Cert III in Business | **Dates:** 2009 – 2010

**Seokyueng University - Seoul**

**Course:**  Double Major with Bachelor in Chinese & Bachelor in Marketing | **Dates:** 2003 – 2008

***Short Courses***

**Udemy – Online Courses**

**Course:**  Introduction to Web and eCommerce User eXperience Design| **Dates:** 2015

**Udemy – Online Courses**

**Course:**  Introduction to Web Development: HTML| **Dates:** 2015

**Udemy – Online Courses**

**Course:**  Build Your First Website in 1 Week with HTML5 and CSS3| **Dates:** 2015

Language Skills

* English, Korean and Chinese

Residency Status

* Australian Permanent Resident