

ASHLEY CHOI

100 Graydon Hall Dr. 1702, Toronto, Ontario, Canada M3A 3A8
TEL +1.416.999.7692 E-MAIL ash@ashleychoi.com

OBJECTIVE

A junior graphic designer position in a design studio where an additional young talents would be needed

SUMMARY OF QUALIFICATION

A recent graduate from four-year York/Sheridan Honours Bachelor of Design Program with positive attitude and willingness to learn. Awarded the Chair of Design Scholarship, given by the Faculty of Fine Art, York University. Featured at York/Sheridan Annual Design Show as well as VERSO magazine. Especially skilled in problem solving processes that require creative thinking and attention to details.

RELEVANT SKILLS

- Macintosh and Windows literacy
- Proficiency in Adobe InDesign CS3, Photoshop CS3, and Illustrator CS3
- Knowledge of HTML, Adobe After Effects CS3, Dreamweaver CS3 and Flash CS3
- Bilingual in English and Korean

ACCOMPLISHMENT

- Invited as a guest speaker for 2008 Design Internship class at York University
- Awarded the Chair of Design Scholarship in 2007
- Featured in the VERSO student magazine in 2006 & 2008
- Featured at York/Sheridan Design Show four years in a row since 2005
- Awarded the York University Entrance Scholarship for Undergraduate in 2004

EXPERIENCE

JUNIOR GRAPHIC DESIGNER INTERN

> INTERNATIONAL DESIGN CENTRE NAGOYA, NAGOYA, JAPAN, JUNE 2007

- Responsible for creating a Power Point presentation for UNESCO Creative City of Design project
- Assisted a head designer completing two IdcN promotion books as a part of UNESCO project

STORE COORDINATOR & SALES MANAGER

> CINTHIA AND ORANGE STORY, TORONTO, ONTARIO, CANADA, MAY 2004 - APRIL 2006

- Developed display concepts of two major branch stores, which improved the overall appeal of stores
- Motivated colleagues and trained new workers to achieve the efficiency in workflow
- Communicated with the customer to understand their needs, thus increased benefits for customers

EXPERIENCE VOLUNTEER

PROMOTER

> IDN MAGAZINE, TORONTO, ONTARIO, CANADA, APRIL 2008

- Responsible for promoting IdN magazine at Flash In the Can 2008

EVENT RUNNER

> FLASH IN THE CAN, TORONTO, ONTARIO, CANADA, APRIL 2005, 2006 & 2007

- Collaborated with event staffs to maintain the best environment for visual presentations

EVENT ASSISTANT

> DESIGNTHINKERS 2005, TORONTO, ONTARIO, CANADA, OCTOBER 2005

- Assisted the speakers and visitors in order to meet the expectation of this particular event

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EXPERIENCE VOLUNTEER (CONTINUED)

ASSISTANT

> THE ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS OF ONTARIO, TORONTO, ONTARIO, CANADA, JUNE 2005

- Prepared packages for various design exhibitions and conferences
- Updated mailing lists through phone and Internet research

EDUCATION

York University / Sheridan Institute Honours Bachelor of Design
Professional Certificate in Digital Design

EXTRA CURRICULAR ACTIVITIES

- A head of documentation committee for the Grad Show Splice 2008
- Student member of the Association of Registered Graphic Designer of Ontario (2004 - Present)
- Student member of Society of Graphic Designers of Canada (2007 - Present)

References available upon request