

Welcome, it's good to meet you.

Christopher Choi

I design visuals intentionally to communicate a clear narrative, message, or progression, not just making something look good, but making it mean something. Graphic designer and artist with 15+ years of experience delivering high-impact creative solutions across advertising, marketing, and brand development. A passionate artist, bringing a unique, and multidimensional perspective to creative problem-solving. I have a forward-thinking approach to design, emerging technologies, and marketing. Adept at managing the full creative lifecycle and collaborating with cross-functional teams to deliver strategic, results-driven design. At the core, I'm highly collaborative, committed to doing great work, and confident in the value I bring.

Skills & Tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Creative Cloud, Figma, Canva, AI Tools for Creative Production, Microsoft Office Suite, Brand Development, Visual Identity Systems, Graphic Design, Print Design, Packaging Design, Trade Show Design, Creative Direction, Pre-press Production, Advertising Design, Collaboration, Creativity, Problem Solving, Social Media, AI Workflow Integration, Firefly, Workfront, Jira, Teams, Planner

Experience

Progressive Lighting - 2026, Contract
Chegg - 2005 - 2011
Levolor - 2005 - 2011
Crawford & Company - 2005 - 2011
Parallax - 2005 - 2011
Fullbottle - 2005 - 2011
Miniclip - 2005 - 2011
Yahoo! Inc - 2005 - 2011

Education

Bachelor of Fine Arts (BFA)
The Art Institute of Atlanta,
Atlanta, GA





SAVOY HOUSE

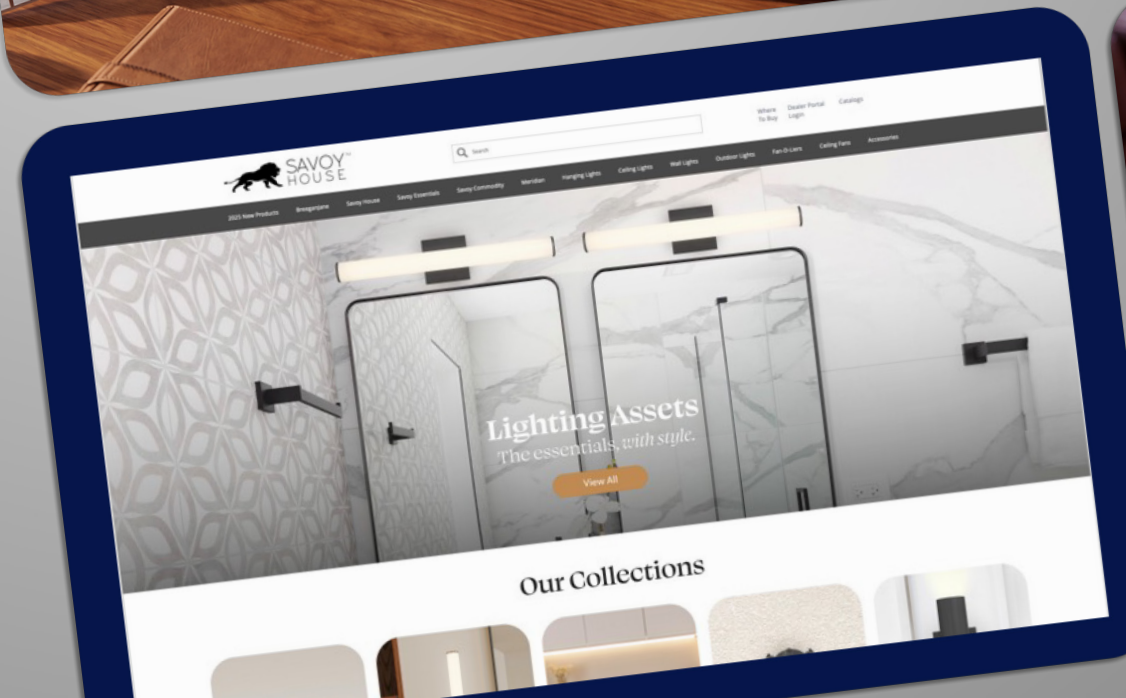
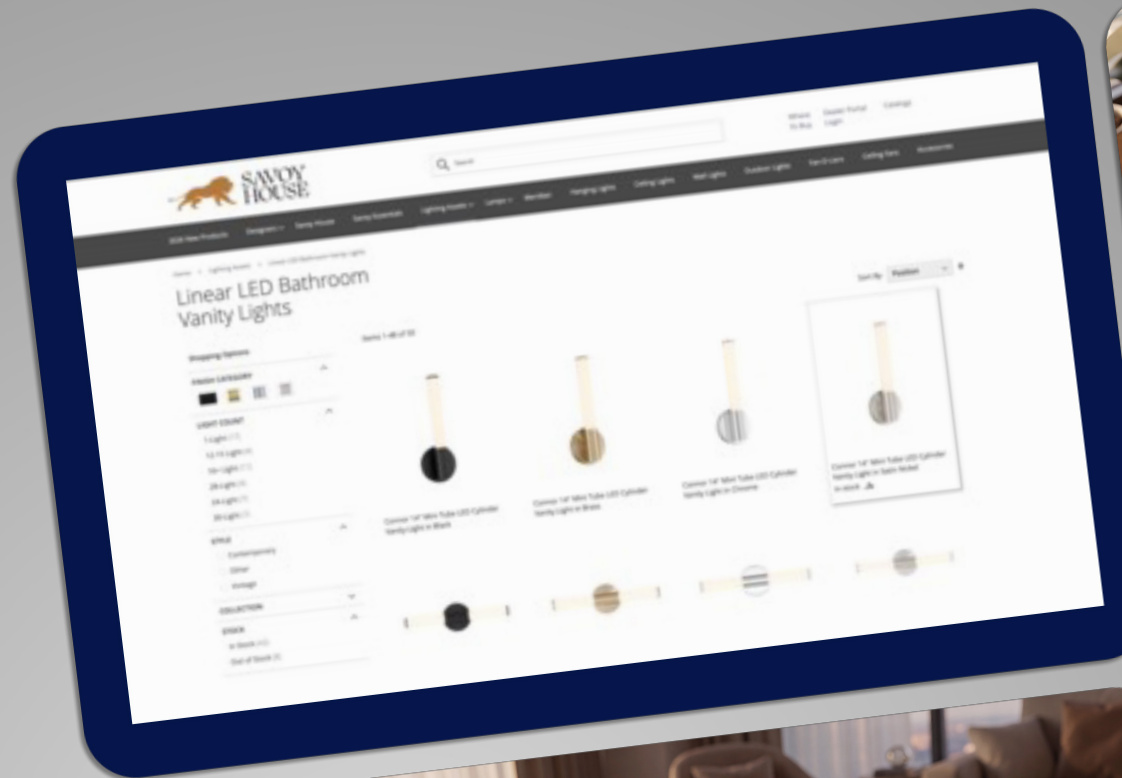


PROGRESSIVE LIGHTING

Creative Director

As Creative Director for Progressive Lighting's 2026 market release, I spearheaded the full creative vision behind the brand's product launches, catalogs, look-books, and sales and marketing collateral, culminating in a high-impact presence at the Lightovation Dallas trade show.

I led and mentored a cross-functional team of designers, copywriters, performance marketing strategists, and social media specialists, building cohesive, on-brand campaigns while managing vendor relationships to guarantee flawless, on-time delivery of time-sensitive production materials.

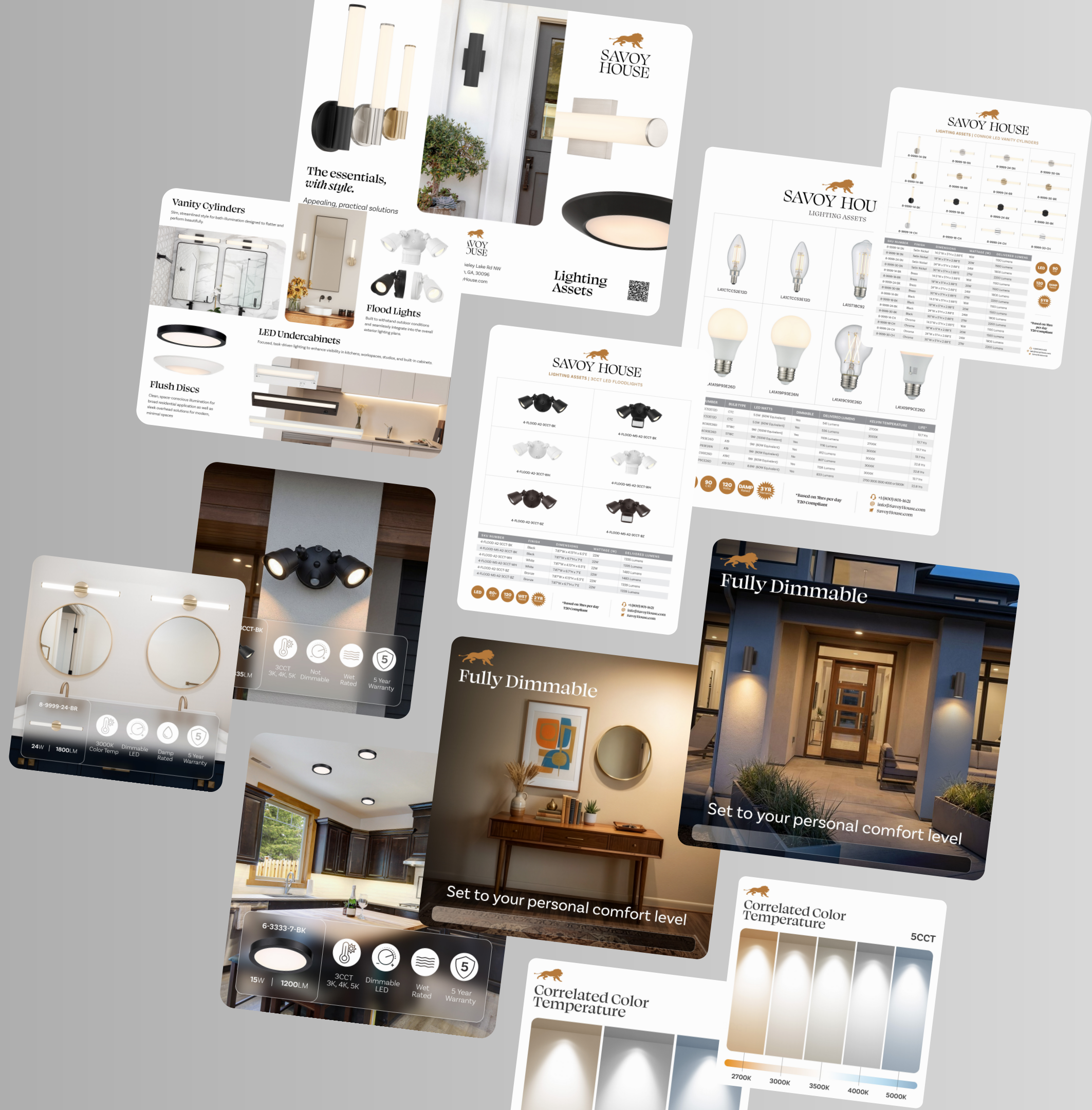




Project Objective

Scope

- Directed five catalogs end-to-end, from concept and layout through press check and distribution
- Oversaw the full 2026 lighting assets market release
- Led creative capacity planning across the team, forecasting demand and optimizing utilization
- Aligned creative resources against shifting priorities throughout the release cycle

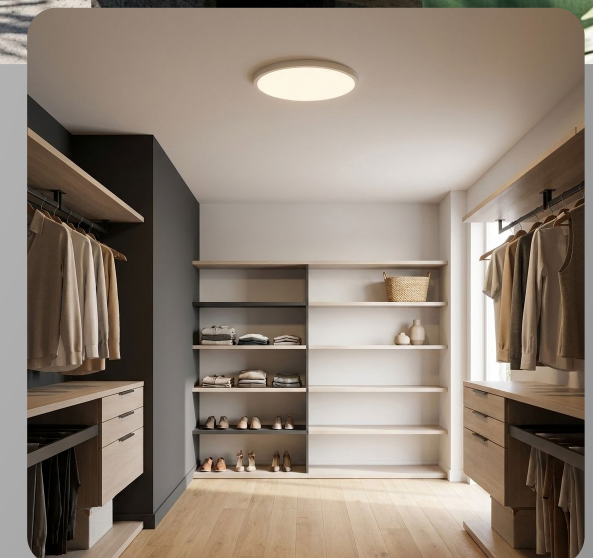




Creative Director

AI Integration

Pioneered AI-powered creative workflows, implementing SET THE ROOM to generate photo-realistic product photography without traditional shoots, saving the company thousands in production costs.



Chegg

Lead designer

As Lead Graphic Designer at Chegg Inc., I drove integrated social, display, and video creative for major seasonal campaigns like Back-to-School and Graduation, directly fueling user acquisition and retention at scale. I led the evolution and governance of brand guidelines across every touchpoint. I produced strategic corporate materials, including pitch decks, RFP mock-ups, case studies, and executive presentations, that directly supported revenue growth and high-stakes sales efforts. Partnering closely with growth and analytics teams, I designed and optimized landing pages and full campaign ecosystems, using A/B testing to continually improve conversion rates. I also built scalable campaign toolkits, innovative templates, and comprehensive design systems that boosted production output, streamlined workflows, and reinforced brand identity company-wide. Overseeing a team of designers, I provided strong art direction and rigorous quality control while managing high-volume workstreams in a fast-paced environment.





Project Objective

Scope

- I thrive in small agile environments and
- would love the opportunity to be a true
- custodian of the Progressive Lighting brand.

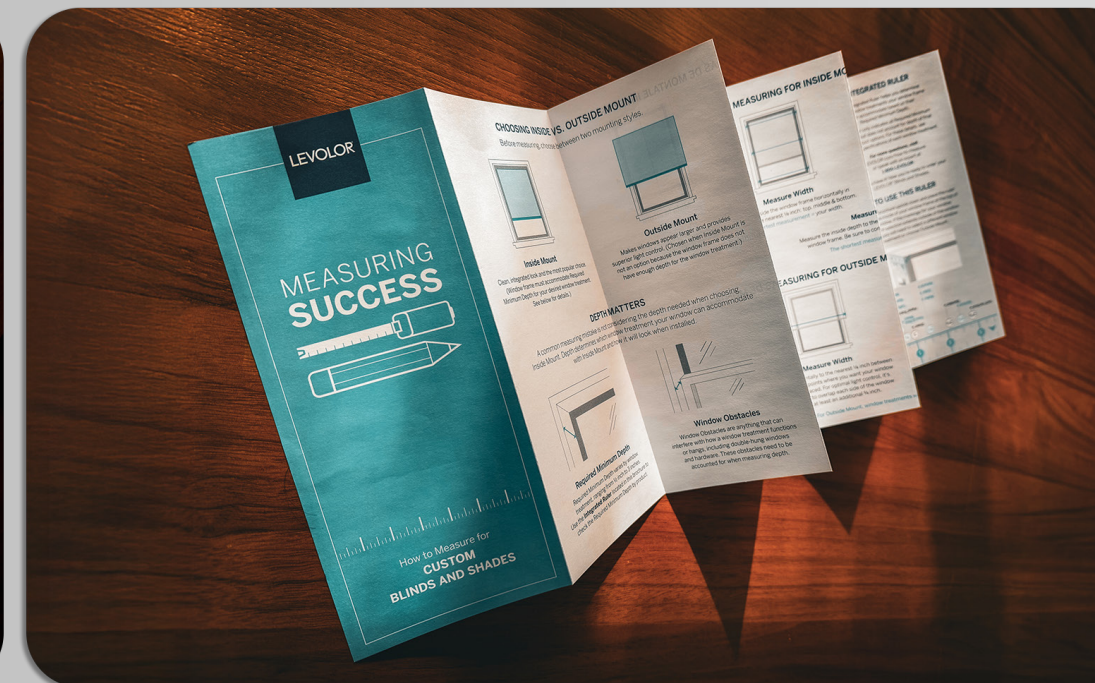


LEVOLOR®

Senior designer

As Senior Graphic Designer at Levolor, I produced a wide range of marketing and retail assets, including point-of-purchase displays, package design, branding systems, print collateral, digital media, and illustrations. My creative work was featured in retail locations across the United States and Canada, supporting major national brand and retail marketing initiatives.

I collaborated closely with the marketing team to optimize strategies and safeguard brand equity, while consistently enforcing brand guidelines across every channel to maintain premium, consistent brand positioning nationwide.

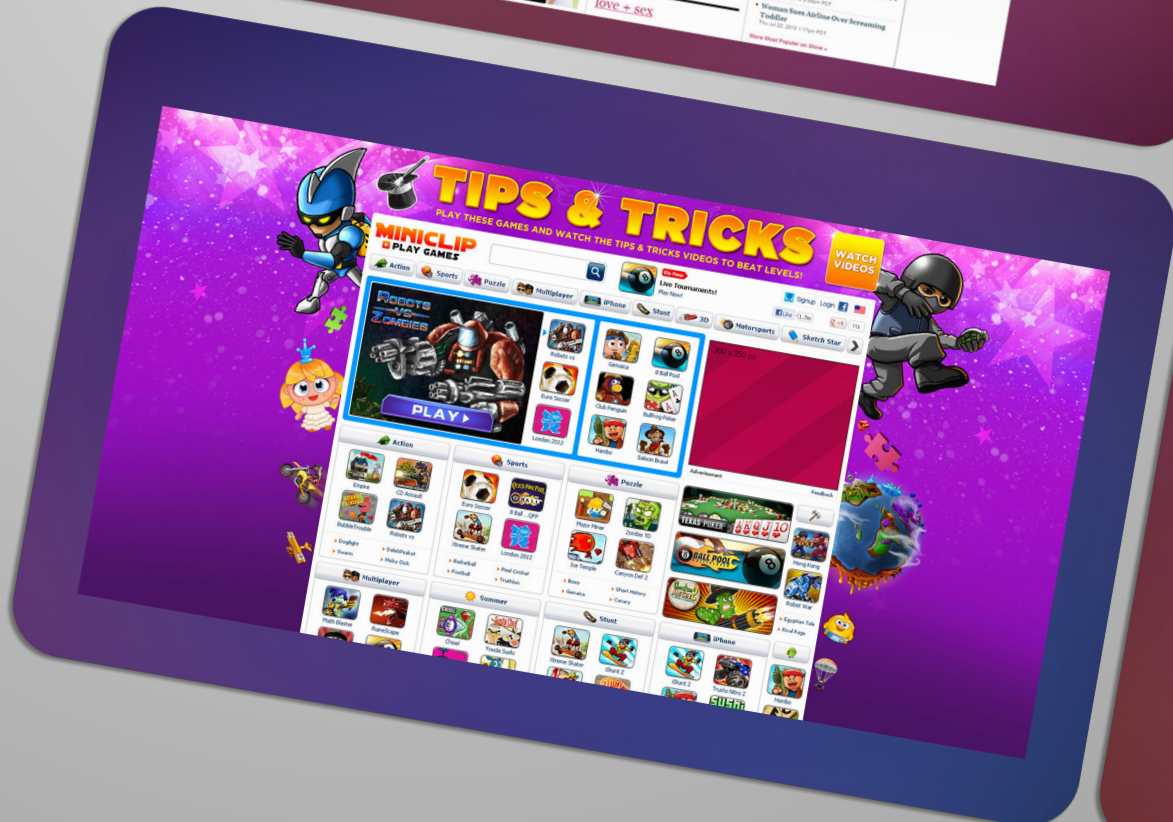
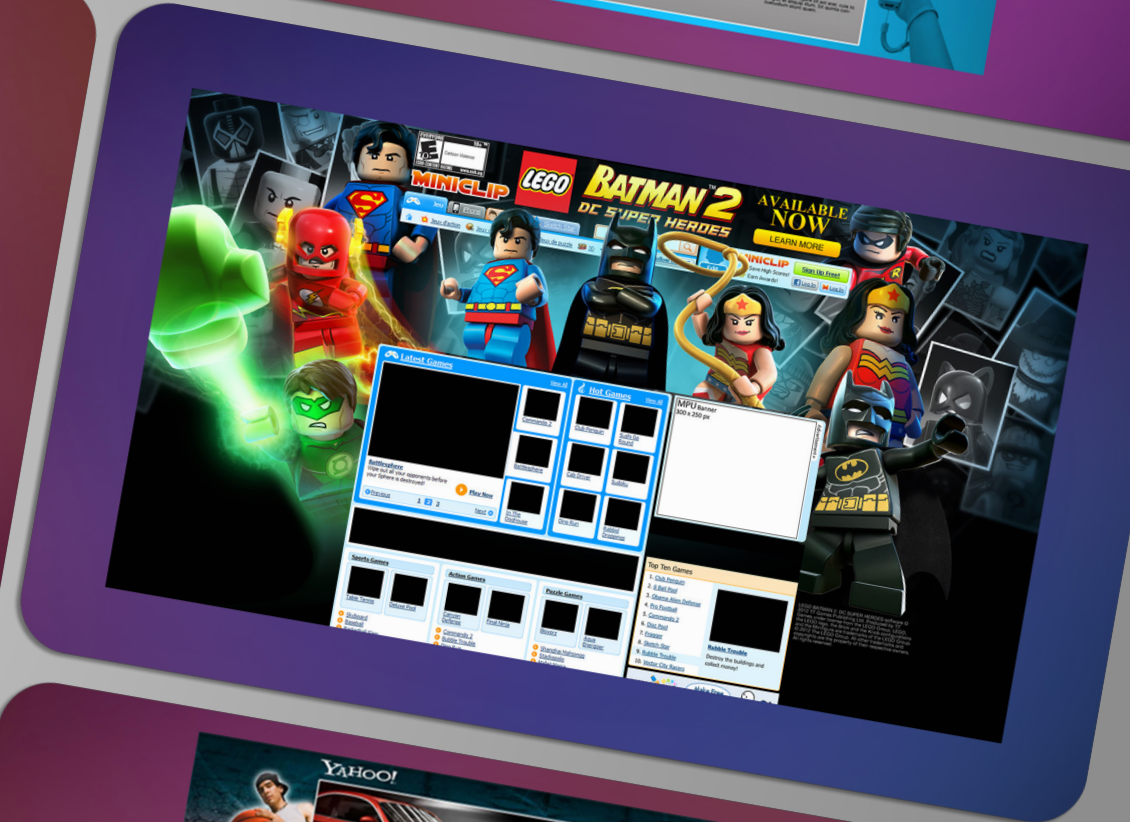
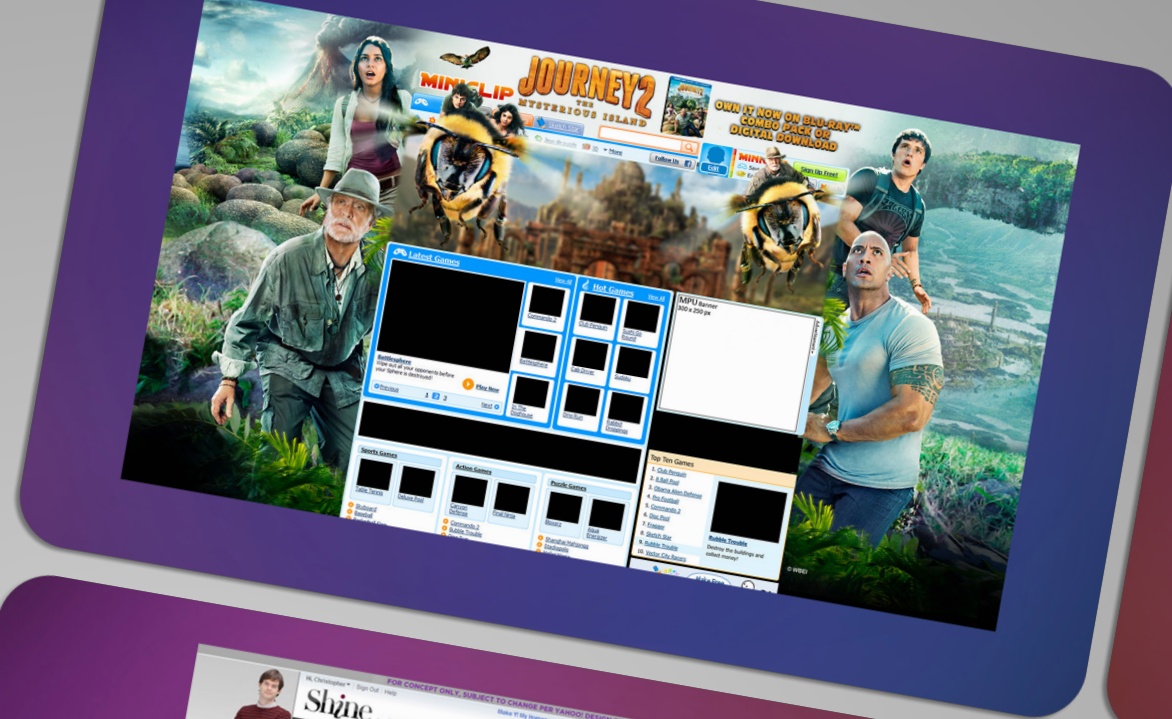


yahoo! MINICLIP

In the beginning

At Miniclip America and Yahoo! Inc., I built my foundation as a creative partner to sales and marketing teams, producing persuasive advertising and marketing assets that strengthened brand strategy and drove client acquisition for high-profile accounts. I designed incisive sales enablement materials and presentations that consistently and skillfully pitched new client accounts, generating significant revenue opportunities, while collaborating cross-functionally to shape partnership strategies and enhance brand positioning.

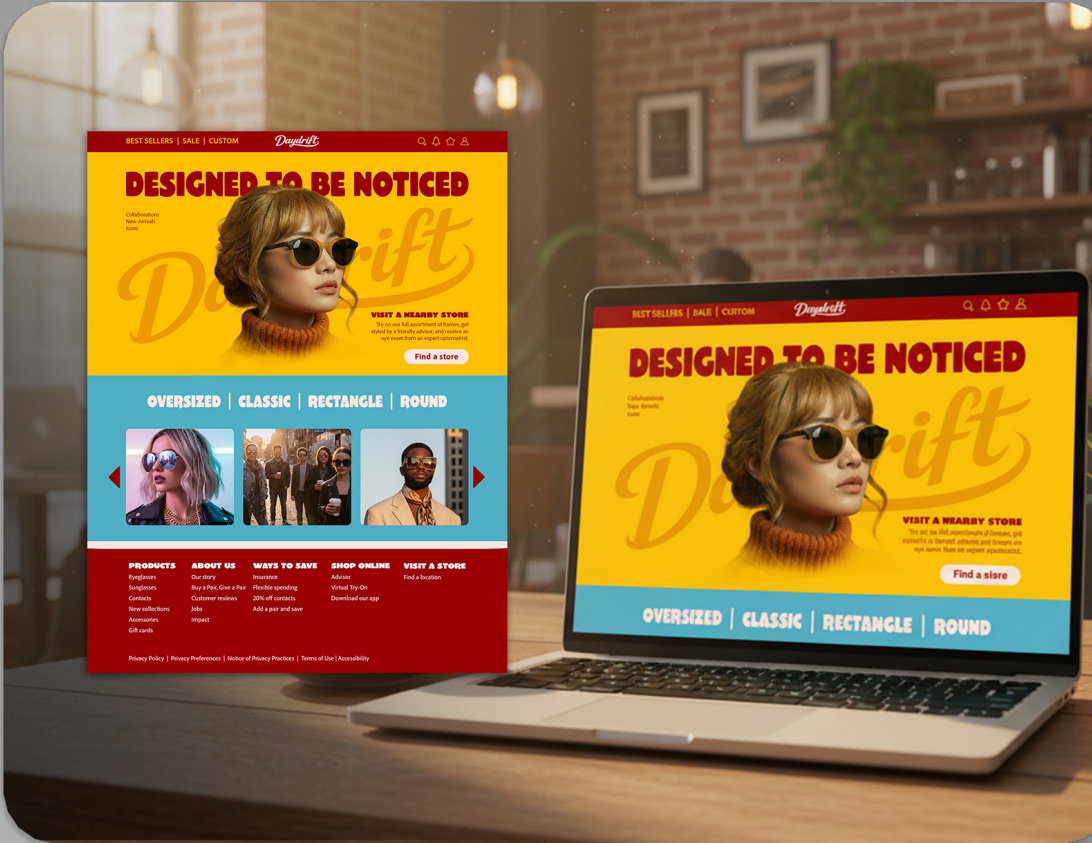
At Yahoo!, I progressed from intern to full-time contributor, a trajectory that reflected steady growth and demonstrated commitment, and I created dynamic visuals deployed globally for the brand while securing new client accounts through compelling mock-ups and presentations that consistently closed deals.



Brand Projects

As a branding designer, I bring 15+ years of experience building visual identity systems that scale, from leading brand guidelines governance across digital marketing, lifecycle, and in-product communications at Chegg, to developing full branding systems and packaging for Levolor's national retail presence, to spearheading creative direction for Progressive Lighting's 2026 market release. I approach every brand holistically, planning out each detail with intention, from the primary mark and core color expression down to the secondary assets, typography, iconography, and applications that keep a brand cohesive across every touchpoint

I've also embraced AI as a tool for rapid iteration, using platforms like Adobe Firefly and Set the Room to accelerate conception, explore more creative directions in less time, and generate photo-realistic product visuals without the cost and lead time of traditional photo shoots. This blend of strategic rigor, obsessive attention to detail, and forward-thinking use of AI allows me to deliver brand systems that are not only visually distinctive but built to perform and scale.



Thank You!

Christopher Choi

Design Specialist

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