

# Sharon Choi

657.243.7116 | [sharonjc@usc.edu](mailto:sharonjc@usc.edu) | [www.linkedin.com/in/sharon-choi-usc](http://www.linkedin.com/in/sharon-choi-usc) | [www.sharonchoiportfolio.com](http://www.sharonchoiportfolio.com)

## EDUCATION

**University of Southern California** **Los Angeles, CA**  
*Bachelor of Science in Business Administration* May 2026  
Minor: Design **GPA: 3.8**  
**Honors:** National Merit Presidential Scholarship, CSWA – Mechanical Design; 2024 & 2025 FSF Scholar

**Università Commerciale Luigi Bocconi** **Milan, Italy**  
*Study Abroad Semester* Spring 2025

## EXPERIENCE

**Kate Doheny** **New York, NY**  
*Graphic and Packaging Designer* Aug 2025 – Present

- Designed digital and 3D packaging renders for the *Marc Jacobs Beauty* relaunch using Blender and Fusion
- Created brand-aligned packaging graphics and product renderings with defined materials for *Glowbar*
- Presented branding and logo concept explorations to four client brands across 3+ iterative review rounds

**GRWN** **Los Angeles, CA**  
*Graphic and Brand Design Intern* May 2024 – Aug 2025

- Led creative direction and visual guidelines for 6+ digital campaigns across brand marketing and socials
- Designed packaging graphics for branding collaborations and sourced packaging material 20% under budget
- Designed physical merchandise and invite assets for the *Mad Paris* custom AP watch launch at PFW
- Storyboarded motion graphics and designed physical assets for the store launch event activation on Melrose

**5280 BOND** **Los Angeles, CA**  
*Graphic Design and Marketing Intern* Oct 2023 – July 2024

- Developed digital assets for luxury partnerships, driving a 21% increase in engagement on IG and TikTok
- Designed social media assets for the Dr. Seuss x Daniel Arsham collaboration with cohesive branding

## LEADERSHIP AND INVOLVEMENT

**Fashion Industry Association** **Los Angeles, CA**  
*Media Marketing Coordinator* Jan 2024 – Dec 2025

- Boosted FIA's digital reach by redesigning brand guidelines, contributing to a 29% increase in IG followers
- Co-led the branding strategy for the FIA 2024 fashion show, resulting in a sold-out event of 500+ attendees

**Haute Magazine** **Los Angeles, CA**  
*Visual Designer* Jan 2023 – May 2024

- Designed the holistic layout of 52 sheets in the 2023/2024 Magazines using Adobe InDesign and Photoshop
- Leveraged Adobe Photoshop and Blender to design merchandise aligning with the club's brand identity

## ACADEMIC PROJECTS

**Fashion Scholarship Fund Case Studies** 2024 - 2025

- 2025 | Cartier Conceptual Jewelry Design:** Designed a ring collection using biometric technology. Awarded a \$10,000 scholarship for exceptional creativity and design.
- 2024 | Gentle Monster Conceptual Eyewear Design:** Designed a sustainable eyewear collection using ocean-derived materials. Awarded a \$7,500 scholarship for exceptional creativity and design.

## SKILLS AND INTERESTS

*Languages:* English (Fluent), Korean (Conversational)

*Design Tools:* Adobe Creative Suite (Proficient), Blender (Proficient), SolidWorks (Proficient), Fusion 360 (Intermediate), Figma (Intermediate), Illustration Skills (Proficient)

*Interests:* Fashion, Fragrance, Jewelry, Graphic Design, Portraiture Oil Painting, Camping, Traveling