



HANNA CHOI

ART DIRECTOR

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A multi-cultural creative who is always searching for new ways to hack problems in the real world. While her Asian structured left brain thinks with logic and reasoning, her wild Latina right brain expresses with creativity and passion in advertising. This is the mind of a disciplined madness. This is Hanna Choi, the Asian Latina.

EXPERIENCE

Freelance (April 2016- present)

Art Director

Brands: Ordinary & Beyond, Nomiya, Miami Ad School Premier Solutions, Jack Be, Chulada

TBWA\Chiat\Day LA (Jan 2023 - Aug 2024)

Art Director

Brands: Jack in the Box, DirecTV

Momentum Worldwide (Oct 2020- Jan 2023)

Art Director

Brands: Walmart, Verizon, American Express

WIP_ (July - August 2020)

Art Director Intern

Brands: Jimmy Johns

R/GA (Jan- Mar 2020)

Art Director Intern

Brands: Google Play, Sephora, Allyship, Samsung

AKQA (Sept - Dec 2019)

Art Director Intern

Brands: Youtube Premium, Evian

McCann Madrid (Apr - June 2019)

Art Director Intern

Brands: Nestea, Acciona, Schweepes

EDUCATION

Miami Ad School Mexico City (2018 - 2020)

Art Direction

Loyola University Chicago (2012 - 2016)

B.A. Advertising & PR/ Marketing Minor

SKILLS

Adobe Creative Suite



Art Direction



Foodie



Advertising



Trolling



LANGUAGES

Spanish

Native Mezcal

English

Native IPA

Korean

Fluent Soju

Spanglish

Beer Pong Pro

AWARDS

2022 Clio Music Bronze

2021 ADC Young Ones 1x Silver Cube, 1x Merit

2021 Clio Health 1x Shortlist

2021 - Golden Award of Montreux 1x Finalist

2020 Summit Creative Awards Silver

2020 D&AD New Blood 1x Wood Pencil

2020 Adstar 3x Finalist

2020 ADC Young Ones 1x Merit

2020 Clio Sports 1x Bronze

2020 One Show Young Ones 1x Merit

2020 Circulo Creativo 2020 1x Glass, 2x Gold, 1x Silver, 2x Shortlist

2019 Amapro 2019 1x Silver

2019 One Show Young Ones 1x Merit

2019 Clio Awards 1x Shortlist

2019 Circulo Creativo 2x Shortlist

2019 El Sol 1x Shortlist

2019 Nos Duele A Todos 1x Atresmedia Zero Tolerance Award

2019 Nos Duele A Todos 1x Gold

2018 Ojo de Iberoamerica 1x Bronze, 1x Shortlist

2018 Amapro 1x Gold

2018 Effie College 1x Silver

2018 Caracol de Plata 1x Shortlist