

Seong-Chin Cho

Art Director | Richmond, VA · Open to Relocation | 804-398-2992 | sounjin333@gmail.com | seongchincho.com

PROFESSIONAL SUMMARY

Art Director working across brand systems, integrated campaigns, digital, motion, and video. Develops visual direction from concept through hands-on design and production, with experience evolving established brands across packaging, retail, digital, social, and experiential applications. Directs visual systems and campaign work across both still and moving formats, including motion, video, and on-set production.

CORE EXPERTISE

Art Direction · Concept Development · Integrated Campaigns · Brand & Visual Systems · Motion & Video · Digital & Social · Visual Storytelling · Creative Production

PROFESSIONAL EXPERIENCE

ELEVATION ADVERTISING AGENCY

Richmond, VA

Art Director, Creative Department

Jun 2023–Present

- Develop visual concepts and creative direction with Creative Directors, copywriters, strategists, and account teams, taking ideas from early discussion through hands-on design, production, and final execution across digital, social, retail, experiential, and print.
- Led visual development for General Snus across nearly 4 years and 400+ deliverables, redesigning the brand's can and extending the updated visual language across packaging, POS, retail, digital, social, email, and direct mail. Continued refining the visual system through ongoing campaigns and new creative directions.
- Helped develop and launch The Generals Circle, a 3-week, 3-chapter loyalty campaign, shaping visual direction and key creative from concept through design, video production, and on-set art direction. Worked with the production team on camera, talent, product, prop, and set decisions during the shoot.
- Contributed creative to PERC's multi-year Moving Energy campaign across digital, print, motion, animation, video, and experiential, directly producing motion and video work in After Effects and Premiere for digital and trade show applications.
- Presented creative concepts and visual rationale directly to clients, incorporating feedback into subsequent creative development and working with production teams, vendors, developers, publishers, and video teams to resolve constraints through final implementation.

VCU COLLEGE OF HUMANITIES AND SCIENCES

Richmond, VA

Graphic Design Intern

Jan 2023–May 2023

- Created digital content and visual assets for institutional communications across web, editorial, and marketing initiatives.

GRIMALKIN RECORDS

Richmond, VA

Graphic Designer, Volunteer

Aug 2022–Jun 2023

- Redesigned the website and current events page and developed social and campaign assets, contributing to a 10% increase in daily site visits.

INSTITUTE OF LOCAL AUTONOMY

Seoul, South Korea

Graphic Designer

May 2020–Jun 2021

- Worked with R&D teams on a mobile application that received an Excellence Award at the Seoul Brand Expo and redesigned digital platforms with marketing and engineering teams.
- Developed brand identity concepts and art directed a 300-page publication, establishing logo, color, typography, and layout systems through production.

THE NATIONAL POLICE AGENCY

Seoul, South Korea

Editorial Designer, PR Department

Aug 2018–Jan 2020

- Designed nationwide publications and digital communications for internal and public-facing audiences, developing editorial layouts and information hierarchy for daily PR materials.

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA

BFA, Graphic Design · Minor, Painting and Printmaking

Aug 2019–May 2023

SKILLS / TECHNOLOGY

- **Design:** Figma · Photoshop · Illustrator · InDesign · Email Design · Social Campaigns · Retail & POS · Storyboarding
- **Motion & Video:** After Effects · Premiere Pro · Motion Design · Video Editing
- **AI & CREATIVE TECHNOLOGY:** Generative AI for concept development, visual exploration, and production workflows · ChatGPT · Claude · Runway · Kling · Adobe Firefly
- **Languages:** Korean (Native) · English (Professional Working Proficiency)