

Seongchin(Jin) Cho

Art Director | Richmond, VA · Open to Relocation | 804-398-2992 | soungjin333@gmail.com | seongchincho.com

Multidisciplinary Art Director working across branding, campaigns, motion, video, digital, retail, and social. Experienced in concept development, art direction, video production, and AI-assisted workflows, with a hands-on approach from early ideas through final execution.

PROFESSIONAL EXPERIENCE

Art Director, Creative Department

June 2023 – Present

Elevation Advertising Agency, Richmond, VA

- Developed integrated campaigns for national consumer brands, translating creative concepts into cohesive work across digital, experiential, and traditional channels.
- Produced 400+ creative deliverables for General Snus across 3+ years of ongoing brand work, spanning digital, social, email, retail, direct mail, motion, and video.
- Helped shape and launch The Generals Circle, a new loyalty experience for General Snus, developing its creative expression across digital, email, video, and campaign content.
- Supported PERC across 3 years of integrated brand work spanning digital, motion, video, and national trade shows, contributing creative during a period when its messaging reached 717M+ consumers and thought leaders and drove 2M+ users to propane.com.
- Art directed and produced motion, video, social, retail, and digital content, staying hands-on from concept development through final production.
- Presented creative concepts to internal and client stakeholders, collaborating with copywriters, strategists, account teams, and production partners from concept through execution.
- Integrated generative AI into concept development and visual exploration, accelerating iteration while maintaining creative and brand consistency.

Graphic Design Intern

Jan 2023 – May 2023

VCU College of Humanities and Sciences, VCU

- Produced digital content and visual assets for institutional communications, supporting web experiences, editorial storytelling, and marketing initiatives.

Graphic Design Volunteer

Aug 2022 – June 2023

Grimalkin Records, Richmond, VA

- Developed visual content and campaign assets across multiple social platforms to strengthen audience engagement.
- Redesigned website and current events page, resulting in a 10% increase in daily site visits.

Graphic Designer, Design Department

May 2020 – June 2021

Institute of Local Autonomy, Seoul

- Collaborated with research and development teams to design a mobile application that received an Excellence Award at the Seoul Brand Expo.
- Led visual redesign initiatives for digital platforms, partnering with marketing and engineering teams to improve user experience and brand consistency.
- Developed brand identity concepts including color systems and logo explorations, with selected directions implemented by executive leadership.
- Designed and art directed a 300-page publication, establishing typographic hierarchy, layout systems, and production-ready files using Adobe Creative Suite.

Editorial Designer, Public Relations Department

Aug 2018 – Jan 2020

The National Police Agency, Seoul

- Designed editorial publications distributed nationwide, developing layouts, information hierarchy, and visual communication systems for daily internal communications.
- Designed digital communications including newsletters, press materials, and public-facing communication assets.

SKILLS

Core Expertise: Art Direction, Concept Development, Creative Strategy, Branding, Integrated Campaigns, Motion Design, Video Editing, Storyboarding, Visual Storytelling, Digital Design, Email Design, Social Campaigns, Retail & POS

Software: Figma, After Effects, Photoshop, Illustrator, InDesign, Premiere Pro

AI & Creative Technology: ChatGPT, Claude, Runway, Kling, Adobe Firefly, AI-assisted concept development, visual exploration, and production workflows

Languages: Korean: Native / English: Professional working proficiency

EDUCATION

Virginia Commonwealth University, Richmond, VA

Bachelor of Fine Arts, Graphic Design

May 2023

Minor in Painting and Printmaking; Cumulative GPA 4.0/4.0