



HANNA CHOI

ART DIRECTOR
www.theasianlatina.com
hannachoi50@gmail.com
+1 917 833 4175

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 (June 2016 - present)
Art Director

WIP_ (July - August 2020)
Art Director Intern
Brands: Jimmy Johns

R/GA (Jan- Mar 2020)
Position: Art Director Intern
Brands: Google Play, Sephora, Allyship, Samsung

AKQA (Sept - Dec 2019)
Position: Art Director Intern
Brands: Youtube Premium, Evian

McCann Madrid (Apr - June 2019)
Position: 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 & Public Relations/ Marketing Minor

LANGUAGES

Spanish
Native Mezcal

English
Native IPA

Korean
Fluent Soju

Spanglish
Pro Beer Pong

SKILLS

Adobe Creative Suite

Advertising

Art Direction

Trolling

Foodie

AWARDS

Clio Awards
Bronze - Digital (Nike, "#GirlsDontDrop") - 2020
Shortlist - Integrated (Burger King, "Whopper Your Way") - 2019

D&AD
Wood Pencil - Digital (Nike, "#GirlsDontDrop") - 2020

Young Ones ADC
Merit Award - Digital (Durex, "Wellnex") - 2020

One Show
Merit Award - OOH (Spotify, "#ScreenOutLoud") - 2020
Merit Award - Integrated (Burger King, "Whoppersnatch") - 2019

Summit Creative Awards
Penguin Books - Mobile (Penguin, "#CaptionThisPenguin")

AdStar
Finalist - Gender Equality (The Case for Her + Teen Vogue, "Too Sexy for UK")
Finalist - Integrated (The Case for Her + Teen Vogue, "Too Sexy for UK")
Finalist - Outdoor (Spotify, "It's a Sign!")

Ojo de Iberoamerica
Bronze - Digital (Latin Spots, "League of Creatives") - 2018
Shortlist - Digital (Latin Spots, "LS Market") - 2018

Círculo Creativo
Gold - Glass (Case for her, "Annie and the Hidden Creature") - 2020
Gold - Digital (Walker Books, "Where's _____?") - 2020
Gold - Promo and Activation (Huawei, "8SFF") - 2020
Silver - Innovation (Walker Books, "Where's _____?") - 2020
Shortlist - Glass (Mutua Madrileña, "The Sounds of Domestic Violence") - 2020
Shortlist - Mobile (Burger King, "Whopper Your Way") - 2020
Shortlist - Digital (BBVA, "League of Fanatics") - 2019
Shortlist - Social (BBVA, "League of Fanatics") - 2019

El Sol:
Shortlist - Digital (Huawei, "8SFF") - 2019

Nos Duele a Todos:
Gold - TV Spot (Mutua Madrileña, "The Sounds of Domestic Violence") - 2019
Atresmedia Zero Tolerance Award (Mutua Madrileña, "The Sounds of Domestic Violence") - 2019

Amapro:
Gold - Digital (BBVA "League of Fanatics") - 2018
Silver - Integrated (No esta chido, "La Cancion mas Chida") - 2019

Effie College
Silver - Integrated (NMC "Every Step Matters") - 2018

Caracol de Plata
Shortlist - Book Design ("Billy and the Big Bad Company") - 2018