



# 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 (June 2016 - present)

Position: 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 Tokyo (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

### Effe College

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

### Caracol de Plata

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