HANNA CHOI
SENIOR ART DIRECTOR

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

A multicultural creative blending strategy, storytelling, and design craft. The Asian side brings discipline and clarity; the Latina side drives intuition and energy. Together they create bold, culture-first ideas rooted in insight and emotion - work built to connect and move people.

EDUCATION

Miami Ad School
Art Direction
2018-2020

Loyola University Chicago
B.A. Advertising & PR/Marketing
2012-2016

AWARDS

Clio
D&Ad
Art Directors Club
One Show
Effie's
El Sol Festival
Ojo de Iberoamerica
Adstar
Summit Creative Awards
Golden Award of Montreux
Circulo Creativo
Amapro
Atresmedia Zero Tolerance Award
Caracol de Plata

LANGUAGES

Spanish
(Native Mezcal)

English
(Native IPA)

Korean
(Fluent Soju)

Spanglish
(Beer Pong Pro)

EXPERIENCE

Professor
Miami Ad School
2024 - present

Teach advanced portfolio development to aspiring art directors and copywriters, with a focus on concepting, cultural nuance, and integrated campaign building.

Freelance Art Director
180 Global
2024- present

Developed global football campaign visuals and on-set key art direction for Adidas, collaborating with creative leads, producers, and local market teams across international shoots. Shaped creative look and rollout for film, OOH, and social content.

Senior Art Director
Battery Agency
2025

Directed campaign systems and storytelling for JBL, Purina, and RBC, shaping creative from concept through rollout across social, digital, and OOH. Led visual rebrands and national launches while integrating AI tools (ChatGPT, Midjourney, Runway, Veo) to accelerate ideation and elevate creative output.

Art Director
TBWA\Chiat\Day LA
2023 - 2024

Led social-first creative for Jack in the Box, overseeing multiple campaigns and shoots across English and Hispanic markets. Collaborated with Disney, Marvel, and Maximum Effort on the Deadpool partnership, guiding storytelling and creative execution from pre-pro through post alongside directors, editors, and production partners.

Art Director
Momentum Worldwide
2020-2023

Directed integrated campaigns for Walmart, Verizon, Coca-Cola, Corona, and Patrón, building cohesive stories across digital, experiential, and social. Collaborated with artists and celebrities including Imagine Dragons, Chance the Rapper, Kane Brown, Noah Schnapp, Madison Bailey, and MrBeast on Walmart Homecoming, shaping performances and visual storytelling from concept through launch.

Art Director Intern
*WIP_*
2020

Concepted and developed full campaign platforms for Jimmy John's, crafting narrative, visual direction, and multi-channel rollout.

Art Director Intern
R/GA NY
2020

Designed brand toolkits and motion systems for Google Play, Sephora, and R/GA Allyship, creating scalable visual identities adopted across global offices.

Art Director Intern
AKQA Tokyo
2019

Supported Evian's global "Live the Journey" and YouTube Premium campaigns, contributing to concept design, and cross-market visuals.

Art Director Intern
McCann Madrid
2019

Contributed to campaigns for Nestea, Acciona, and Schweppes, developing concepts and art direction for social, print, and experiential.

SKILLS

Intangibles
Creative Direction
Experience Design
Visual Branding
Experiential Thinking
Social Savvy
Team Leadership
Cultural Fluency
Foodie / Trolling

Tools
Adobe Photoshop, InDesign, Illustrator, After Effects, Premiere, Lightroom, Audition
ChatGPT, Midjourney, Higgsfield, Veo, Runway, ElevenLabs
Figma
Google G Suite
Powerpoint
Keynote