

DANIEL CHOE

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EDUCATION

- 2006 B.F.A., Graphic Design
California College of the Arts
San Francisco, California
- 2002 Coursework towards B.S., Computer Science
University of Maryland, Baltimore County
Baltimore, Maryland

EXPERIENCE

- 9/2007 -
PRESENT Bumble and bumble.
Web Designer / Web Developer
One-half of the design team responsible for launching Bumbleandbumble.com, Spraydemode.com, and CurlConscious.com: design and develop Wordpress website for "Bumble and bumble." network; work directly with outside agencies and developers on production of Flash and AJAX components; design e-mail blasts to consumers and network salons; standardize web team workflow and implement asset-versioning system; maintain best practices in front-end development of Network. Bumbleandbumble.com; establish standards in optimization of graphic and video assets deployed across all "Bumble and bumble." websites; and design and develop Flash banner advertisements.
- 7/2006 -
PRESENT Hello I'm Daniel
Freelance Designer
Design identity and portfolio website for writer-director Mark Musto and e-commerce website for Pixiestick Press.
- 3/2006 -
7/2006 Version Industries
Junior Web Designer / Web Developer
Design CSS skins for 65DaysofStatic.com and Quintessentially.com; work on front-and back-end development of 65DaysofStatic.com, Quintessentially.com, LifeBooker.com, and Filtr.tv.
- 8/2005 -
3/2006 Vega Project
Junior Designer
Produce business cards and presentation materials for in_site Landscape Architects, and presentation brochures for Levi's and AMD.
- Future Farmers
Internship
Design font used on Future Farmers Superfund Tour; typeface showcased at 2007 SECA Awards exhibition at SFMOMA.
- C2, LLC
Internship
Design brochure, signage, and tickets for POP!Tech 2006; design and produce brochures for Deloitte; collaborate with Partners and Design Team for STEP INSIDE DESIGN May/June 2006 issue featuring C2 and "Thinking Wrong."

RECOGNITION

- 2009 Outstanding Achievement, Interactive Media Council - Bumbleandbumble.com
2008 Best in Class, Interactive Media Council - Spraydemode.com
2006 Typeface in the SECA Awards Exhibition, SFMOMA