

portfolio 2020

rachel choi

graphic designer

+1 734 377 6995

raychur.com

rachel@raychur.com

rachel choi

graphic designer

**Hello, my name is Rachel Choi.
I am based in Michigan and have
a passion for bringing good
design to life.**

**To view my complete portfolio please go
to raychur.com or use the QR code below.**

Username:
welcome

Password:
choiportfolio2020



+1 734 377 6995

rachel@raychur.com

References Available Upon Request

skills

Design

Adobe Creative Suite CC and below
(Photoshop, Illustrator, InDesign, XD,
Premiere, After Effects), Sketch, Principal,
HTML5/CSS, WordPress

Technical

Microsoft Office (Word, PowerPoint, Excel),
Mac OS X, Basecamp, Slack

Personal

Project Management, Art Direction,
Time Management, Fast Worker,
Multitasking, Detail Oriented, Critical
Thinking, Eager to Learn and Grow

Industry

Print, Branding and Identity, UI/UX,
Concept Development, Packaging, Web
Design, Illustration, Visual Communication

education

College for Creative Studies – Detroit, MI

Bachelor of Fine Arts, Graphic Design
2010 to 2014

work

Graphic Designer

Iconix Inc. – Auburn Hills, MI
August 2014 to April 2020

UX/Visual Designer

Stellantis – Auburn Hills, MI
March 2021 to currently

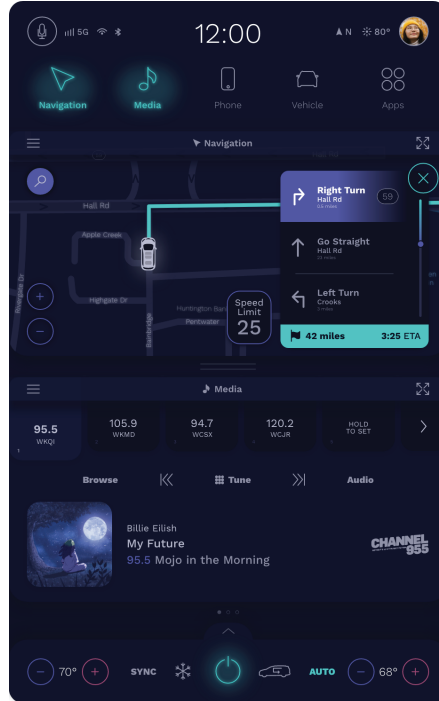
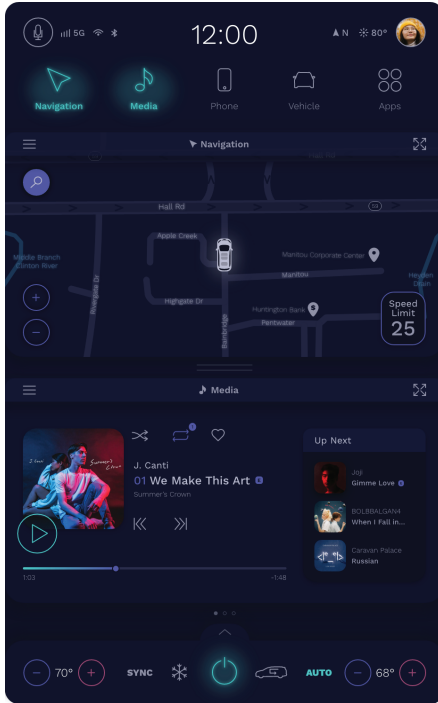
honors

2015 The D Show Nominee

Self Promotion (Print)

2019 GDUSA Gold Winner

Seva Metrics Brochure



Pacifica User Interface Case Study

Personal Project exploring a ubiquitous system including Center Stack Infotainment System, Cluster and Phone Application for a future version of the Pacifica from Stellantis.

Personal Project

Year: 2020

Skills: Graphic Design, UX/UI, Art Direction



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FCA What's New 2020 Concepts

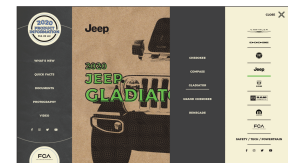
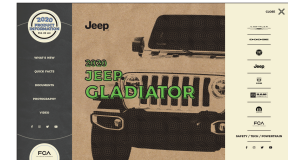
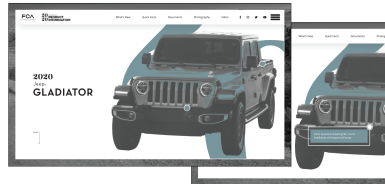
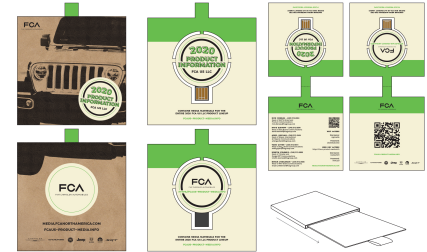
Unused concept ideas for the annual
FCA What's New.

Agency: Iconix Inc.

Client: FCA US LLC

Year: 2019

Skills: Logo Design, Webpage Design,
Packaging Design, Art Direction





FCA What's New 2018

Annual What's New project for FCA US LLC for the new model years upcoming media materials to be presented to media at Auto Shows throughout the year. Project includes updating and formatting all documents on site, additional printed material used at Auto Shows, and providing a version for Canada.

Agency: Iconix Inc.

Client: FCA US LLC

Year: 2017

Website Coding: William Young

Skills: Logo Design, Webpage Design,
Packaging Design, Art Direction



Visit Canadian Site

www.fcacpresskit.ca/2018/data/index.html

2017 Ram Power Wagon Kit

2017 Ram Power Wagon PR Kit made with a Field Guide theme. Kit including a mini 'field guide', Book, Website on a bottle opener USB, all housed inside a custom container.

Agency: Iconix Inc.

Client: FCA US LLC


Year: 2016

Website Coding: William Young

Skills: Webpage Design, Packaging Design.

Art Direction



The image features a dark, almost black background with a complex, organic texture. This texture consists of numerous small, interconnected, irregular shapes that resemble a microscopic view of a material or a dense network of fibers. The overall appearance is grainy and intricate. In the center of the image, there is a white rectangular box with a thin white border. Inside this box, the words "thank you" are written in a clean, white, lowercase sans-serif font. The text is centered both horizontally and vertically within the box.

thank you