

jhchoi

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Jae Hoon Choi

Founder, CEO & Creative Director

Jae Hoon Choi is the founder & creative director of jhchoi where he leads and oversees the company's design and strategy. Jae is an advocate of building and strengthening brands through clean, effective design.

With a bachelor's degree in Industrial Design from Pratt Institute, Jae is inspired by simplicity and brings his passion for technology to the ever-evolving digital landscape.

Education 1996 - Graduated with honors from Pratt Institute, Brooklyn, NY, with a bachelor's degree in Industrial Design.

2002-today jhchoi - Founder, CEO & Creative Director
New York, NY

Starting as an independent contractor, under Jae's leadership, jhchoi has now grown into a well-recognized creative agency with a growing staff of designers, developers and business leaders. Having worked with over 50 clients and brands, Jae leads all business strategy and design with a collaborative approach with staff members, clients and vendors.

1996-2002 Henry Dreyfuss Associates - Senior Designer
Woodridge, NJ

While at HDA, Jae's main concentration was on the following accounts: John Deere Lawn & Garden, Heavy Equipment, Utility and Agriculture Divisions, Dassault Falcon Jet and Qantas Airlines.

Jae is the recipient of numerous design patents for his work with John Deere & Company. His work has been recognized and published in Popular Mechanics, ID Magazine and various trade publications.

1996-1994 Able Design - Designer
New York, NY

Inquiries: Please call 212-260-7822 or email business@jhchoi.com

Branding

Brand Strategy
Brand Architecture
Corporate Identities & Logos
Business Collateral

Retail

Retail Displays
Visual Display Merchandising
Point of Purchase
Store Design

Web & Interactive

Website Design & Development
Web Apps
HTML Newsletter
Custom CMS & WordPress

Print

Advertisements
Annual Reports
Books
Brochures
Catalogs
Information Graphics
Marketing Collateral
Newsletters
Packaging
Point-of-sale
Posters
Presentations
Press Kits
Promotions

Photography

Product Development

Industrial Design
Concept Development
Product and Architectural
Renderings