

# JENCHOY

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## CONTACT

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www.jenchoy.com

## EDUCATION

Drexel University  
Philadelphia, PA

Bachelor of Science  
Graphic Design

Graduated June 2011  
Cumulative GPA: 3.8  
Magna Cum Laude

## SKILLS

### COMPUTER

Comfortable with Mac and PC  
Adobe Creative Suite 5  
Microsoft Office  
MS Windows Movie Maker  
iMovie  
XHTML & CSS

### OTHER

Conversational in Cantonese & Spanish  
Good craft & mock-up skills

## COURSEWORK

Layout and Composition  
Corporate Identity  
Publication Design  
Wayfinding & Signage  
Exhibit Design  
Book Design  
Packaging  
Motion Graphics  
Typography  
Print Production  
Introductory & Figure Drawing  
Painting  
Screen Printing  
Design 1: Black and White  
Design 2: Color Theory  
Design 3: 3-D Design  
Digital Photography  
Book Making

## ORGANIZATIONS

**AIGA** Member  
February 2011 - Present

## EXPERIENCE

### DREXEL GRAPHICS GROUP • PHILADELPHIA, PA

*Graphic Designer, March 2011 – June 2011*

- Created branding and all graphic imagery for 2011 Graphic Design Senior Show
- Worked on various promotional projects/events for the Pennoni Honors College
- Updated and created graphics for Drexel University's Research Day 2011 and participated in installation of the environmental wayfinding and signage for the event

### DREXEL UNIVERSITY • PHILADELPHIA, PA

*Graphic Design Work-Study, November 2008 – May 2011*

- Provided the Office of Commuter, Graduate, and Transfer Student Programs and Services and other departments of Student Life with visually compelling graphics
- Marketed and branded events/services by designing aesthetically pleasing print/web media that generated increased interest and attendance to events
- Produced quality work according to deadlines

### GREATER PHILADELPHIA CHAMBER OF COMMERCE • PHILADELPHIA, PA

*Graphic Design Co-op, March 2010 – November 2010*

- Created and updated print and web materials for various Chamber events including: program agendas, wayfinding/signage, presentation slides, HTML emailers, web graphics, and advertisements
- Worked closely with affiliates of the Chamber (CACC, BABC, GPHCC, YPN) to create print invitations and HTML emailers for their events, and also designed their membership directories and maintained website updates for the GPHCC
- Maintained the Chamber's bi-monthly printed calendar, weekly Datebook and monthly newsletter HTML emailers

### URBAN OUTFITTERS, INC • PHILADELPHIA, PA

*Web Photography Studio Intern, January 2009 – June 2009*

- Organized photographs into the correct folders for products by SKU number
- Styled & photographed products for the website
- Documented the status of products to be photographed each week
- Maintained the appearance of the studio

## SPECIAL PROJECTS

### NASA FINAL SPACE SHUTTLE MISSION PATCH

*Graphic Designer, November 2010 – March 2011*

- Designed several NASA Space Shuttle patch concepts for the final space shuttle mission STS-135; One was selected to be created and taken into space for the historic final mission by shuttle commander and Drexel alum Chris Ferguson

## HONORS AND AWARDS

Creativity Awards 41 Annual, Gold Award, 2011  
Creativity Awards 41 Annual, Honorable Mention, 2011  
41st Annual University & College Designers Association, Awards of Excellence, 2011  
American Graphic Design & Advertising Award, 2011  
Nominated for Dini Jones Award for Consistent Level of Excellence, 2011  
GD USA, Award of Excellence, 2010  
Creativity Awards 40 Annual, Silver Award, 2010  
Blue Ribbon Student Employee Award, Winter 2009  
Drexel University Dean's Scholarship, 2007–2011  
Drexel University Dean's List, 2007–2011