

MinJi

Joo

(she/they)

Art Director
Brooklyn, NY

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Eligible to work in the U.S. and South Korea with no restrictions

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

AUSTIN, TX | 2017 - May 2021

*B.S. in Advertising & McCombs Business Foundations Minor
Texas Creative Portfolio Sequence I - III*

SKILLS

Software

Photoshop
Illustrator
InDesign
Premiere
Figma
After Effects
Microsoft Office
Google Workspace
Hootsuite
Procreate
Zoom

Design

User Interface
Web Design
Storytelling
Video Editing
Videography
Brand Identity
Digital Illustration
Traditional Illustration
Visual Merchandising
Photo Editing
Photography

Other

Bold Ideation
High Energy
Dynamic Presenter
Socially Conscious

Languages

Fluent English
Fluent Korean
Proficient Mandarin
Conversational Spanish

INTERESTS

Pet Fostering & Adoption
Philosophy/ Metaphysics
Mindfulness
Performing
Psychological Thrillers
Organically shaped furniture
Bouldering
Analog art

EXPERIENCE

Present
Jun 2021

NOBLE PEOPLE | NEW YORK CITY, NY

Creative Strategist, Strategy and Design Resident

- Established creative briefs, ideated unique media executions for integrated media campaigns, identified interesting human insights utilizing qualitative and quantitative data tools, presented to clients
- Designed visualizations and renderings of media executions
- Constructed pitch strategies for new business
- Organized cultural events for the agency with budgets up to \$30,000 accommodating 100 employees to boost morale, become culturally attuned, and keep them educated on important issues
- Instructed and mentored interns on creative ideation process, innovative media, industry trends, and research skills
- Clients: Pointsbet, Klarna, Venmo, Aspiration, BambooHR, BJs, Nickelodeon, CPK, CrowdStrike, WHOOP

Sept 2020
Nov 2020

EVOKE GROUP | NEW YORK CITY, NY

Art Director Intern

- Art directed, conceptualized, and executed branded social media content through Evoke's virtual fall internship program
- Clients: Plan B, Jardiance, and Dimetapp Children's
- Concepted and pitched an unbranded campaign targeted towards black and hispanic adults to raise awareness of the correlation between type II diabetes and cardiovascular disease

Jun 2020
Aug 2020

MAIP | NEW YORK CITY, NY

2020 Maip Fellow Finalist

- The Virtual Engagement program was co-created by MAIP and other participating renowned agencies to give students the opportunity to learn from industry leaders in real time.
- Engaged in seminars, workshops, and integrated campaign work
- Strategized, conceptualized, creatively executed and pitched 360 campaigns for Whataburger, Respond2Racism, and Jaguar Land Rover in partnership with McGarrah Jessee, Goodby Silverstein and Partners, and Denstu Aegis
- Mentored by Emilia Tongson, resident art director at Ogilvy

Jun 2020
Aug 2020

MCGARRYBOWEN CHICAGO | CHICAGO, IL

Art Director Intern

- Selected as a summer intern through the Multicultural Advertising Internship Program, MAIP
- The art director internship at MCGarryBowen Chicago had rescinded due to the global pandemic.

Jan 2019
Present

TEXAS CREATIVE | AUSTIN, TX

Art Director

- Conceptualized and art directed multimedia campaigns with fellow art directors and copywriters within the program
- Showcased portfolio to recruiters at the end of each semester
- Under the mentorship of Rohitash Rao, Sean Labounty, and Ryan Romero
- Mentored incoming creatives in portfolio levels I & II

AWARDS & ACHIEVEMENTS

2021 | UT Stan Richards SRS NSAC Team

2020 | Featured in "Ads of the World" | Band-Aid

2020 | MAIP Goodby Silverstein Project Finalist

2020 | MAIP Fellow Finalist

2020 | Texas Creative Culture President

2017 | Hoffman Memorial University of Texas Scholarship

2017 | Edward Jones Entrepreneurship Scholarship