JESSUP CHOI / CREATIVE PORTFOLIO

Graphic Motion Design. Artist



ARTIST'S EYE.
MARKETER'S MIND.

EXPLORE THE WORK ↓

FAIRFAX, VA
한국어 / ENGLISH

Hello, 안녕하세요 —

I turn ideas into things you feel.

I'm Jessup Choi.

Designer / marketer / painter

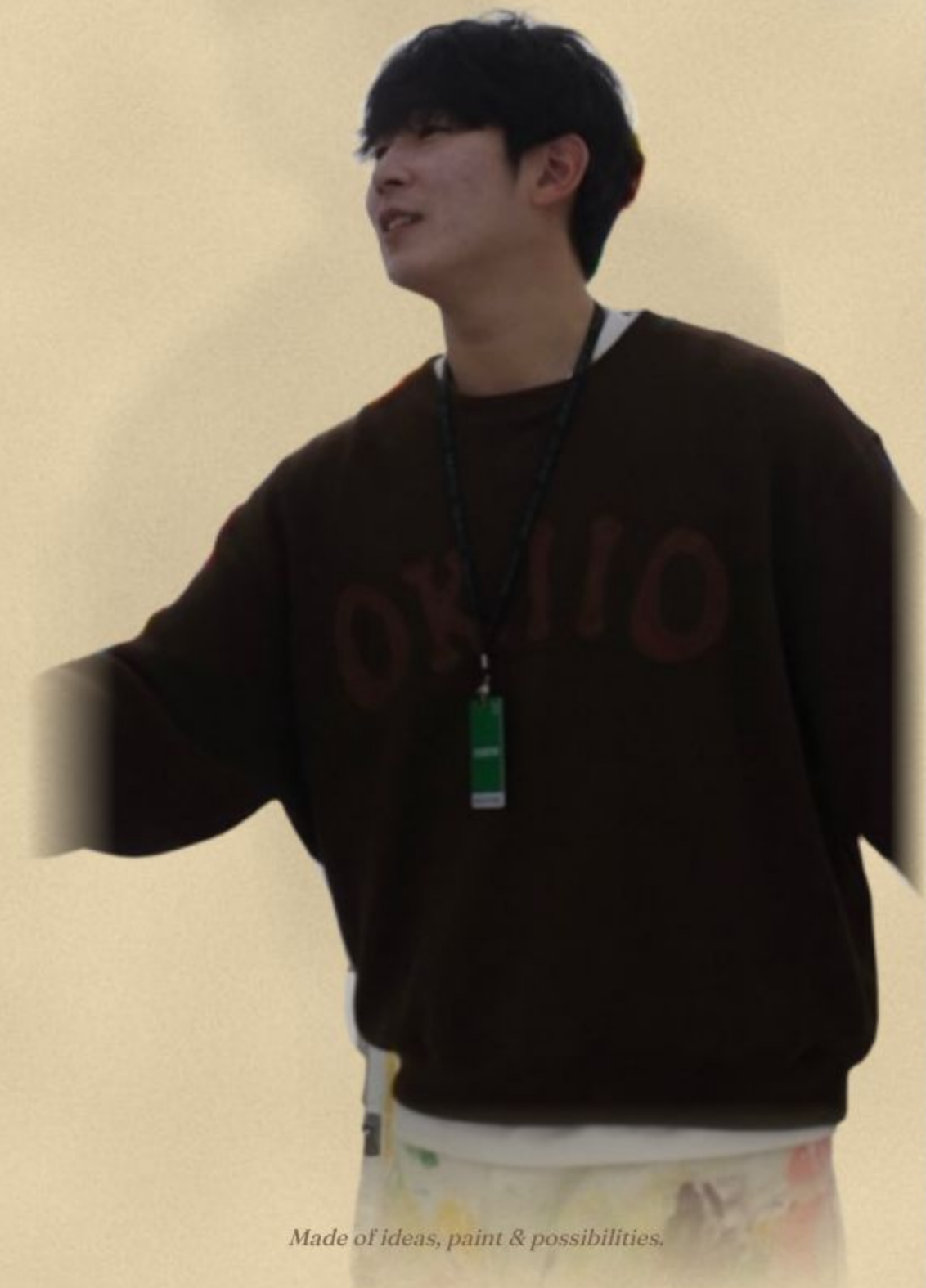
I work where visual craft meets a clear idea. From cycling films and event graphics at Highland Sports to soundtrack campaigns at MUSIC&NEW, I create stories that move across brands, screens and everyday life.

Painting is the thread through it all. It shapes my sense of color, composition and the small details that make people stop and look. I bring that same eye to digital interfaces, social content and moving images.

A little curiosity. A lot of intention.

Something worth feeling.

LET'S MAKE SOMETHING GOOD ↗



Made of ideas, paint & possibilities.

EDUCATION

School of Visual Arts

BFA in Advertising Design

NEW YORK / 2013–2020

My advertising studies brought art direction and graphic design together. My student work earned recognition from the ADC Young Ones and New York Festivals.

Korean & English
Fluent in both languages

Creative toolkit

DESIGN, MOTION & PROTOTYPING

- Illustrator
- Photoshop
- InDesign
- After Effects
- Lightroom
- Premiere Pro
- Dreamweaver
- Figma
- InVision

From the first sketch to the final frame.

DESIGN / MOTION / ART

A practice *with range.*

01 / BRAND & CONTENT

Ideas that move people.

Sports campaigns, soundtrack releases and property films. Visual stories built to live across brands, screens and everyday life.

02 / IDENTITY & INTERFACE

Details with a purpose.

Web and mobile experiences for 1ECO. Logo and identity projects for Fordham University KSA and theBsky Entertainment.

03 / STUDIO PRACTICE

Always making marks.

An independent painting practice alongside commercial design, with solo exhibitions, group shows and art fairs in Korea and New York.

Inside the studio ↗

THE EXPERIENCE BEHIND THE WORK

Good work. *Different worlds.*

2024–2025 ↗

Highland Sports

International Trades Department & Marketing Director

Managed imports and brand partnerships, produced social content and led the Busan store remodel.

ASSOS · DAINESE · STÖCKLI · TOPEAK · MAXXIS

2023 ↗

1ECO

Web Designer

Designed web and mobile experiences and created social assets for Facebook and Instagram.

2021–2022 ↗

MUSIC&NEW

Junior Creative Director

Animated soundtrack covers, photographed recording sessions and managed YouTube content.

2019–2020 ↗

KORINY · MTY Group

Marketing Intern, New York

Produced property videos, promotional copy and New York guides for Instagram.

SELECTED PROJECTS / DESIGN, MOTION & ART

Selected *works.*

Brand stories, moving images & a little studio magic.



01

Highland *Sports*

Cycling & ski

EXPLORE PROJECT ↗

02

1ECO

Identity & interface

EXPLORE PROJECT ↗

03

MUSIC&NEW

Soundtrack campaigns

EXPLORE PROJECT ↗

04

KORINY

Real estate films

EXPLORE PROJECT ↗

05

Studio *archive*

Painting & exhibitions

EXPLORE THE STUDIO ↗

HIGHLAND SPORTS / BRAND & CONTENT

Cycling

01–06 / 32 WORKS



We Ride With Pride

WATCH MOTION ONLINE ↗



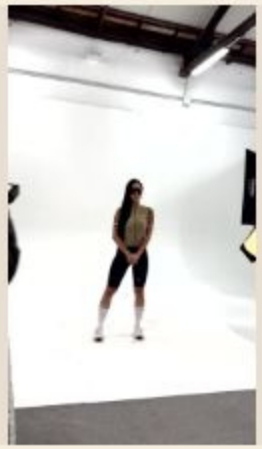
Ganghwa Speed Club

WATCH MOTION ONLINE ↗



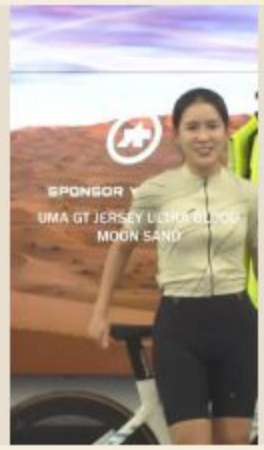
EQUIPE RS Schtradivari S11

WATCH MOTION ONLINE ↗



Studio shoot

WATCH MOTION ONLINE ↗



Cycling apparel

WATCH MOTION ONLINE ↗



Busan opening ride

VIEW ARTWORK ONLINE ↗

JESSUP CHOI / SELECTED WORK · Open the live portfolio for films and motion previews.

HIGHLAND SPORTS / BRAND & CONTENT

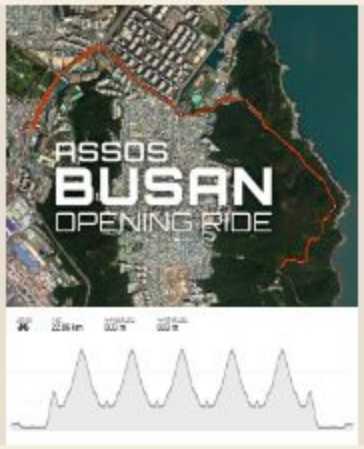
Cycling

07–12 / 32 WORKS



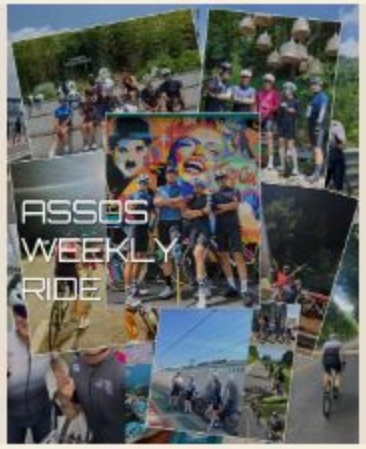
Registration guide

VIEW ARTWORK ONLINE ↗



Course & elevation

VIEW ARTWORK ONLINE ↗



Weekly ride community

VIEW ARTWORK ONLINE ↗



On the road

VIEW ARTWORK ONLINE ↗



Café stop

VIEW ARTWORK ONLINE ↗



Weekly ride rewards

VIEW ARTWORK ONLINE ↗

Cycling



Speed Club invitation

VIEW ARTWORK ONLINE ↗



Rider guide

VIEW ARTWORK ONLINE ↗



Ganghwa route & elevation

VIEW ARTWORK ONLINE ↗



S11 photo review

VIEW ARTWORK ONLINE ↗



Review rewards

VIEW ARTWORK ONLINE ↗



Entry terms

VIEW ARTWORK ONLINE ↗

HIGHLAND SPORTS / BRAND & CONTENT

Cycling

19–24 / 32 WORKS



Fill Your Ride

VIEW ARTWORK ONLINE ↗



Gifts with purchase

VIEW ARTWORK ONLINE ↗



YouTube subscriber giveaway

VIEW ARTWORK ONLINE ↗



IRONMAN Goseong · race

VIEW ARTWORK ONLINE ↗



IRONMAN Goseong · booth

VIEW ARTWORK ONLINE ↗



Seorak Granfondo

VIEW ARTWORK ONLINE ↗

Cycling

25–30 / 32 WORKS



SARIS gift event

VIEW ARTWORK ONLINE ↗



Hongcheon Granfondo · 2024

VIEW ARTWORK ONLINE ↗



Hongcheon Granfondo · 2025

VIEW ARTWORK ONLINE ↗



Sponsor booth

VIEW ARTWORK ONLINE ↗



Rider support

VIEW ARTWORK ONLINE ↗



Rider portraits

VIEW ARTWORK ONLINE ↗

HIGHLAND SPORTS / BRAND & CONTENT

Cycling

31–32 / 32 WORKS



Prize draw

VIEW ARTWORK ONLINE ↗



Product display

VIEW ARTWORK ONLINE ↗

HIGHLAND SPORTS / BRAND & CONTENT

Ski

01–06 / 16 WORKS



Dainese snowboard team

WATCH MOTION ONLINE ↗



Team film · preparation

VIEW ARTWORK ONLINE ↗



Team film · on the slope

VIEW ARTWORK ONLINE ↗



Team Highland partnership

VIEW ARTWORK ONLINE ↗



Partnership gathering

VIEW ARTWORK ONLINE ↗



Dainese outerwear fitting

VIEW ARTWORK ONLINE ↗

Ski

07–12 / 16 WORKS



Selecting the collection

VIEW ARTWORK ONLINE ↗



Outerwear display

VIEW ARTWORK ONLINE ↗



Stöckli athlete portrait

VIEW ARTWORK ONLINE ↗



Dainese & Stöckli portrait

VIEW ARTWORK ONLINE ↗



Stöckli collection

VIEW ARTWORK ONLINE ↗



Slopeside booth

VIEW ARTWORK ONLINE ↗

Ski

13–16 / 16 WORKS



Visitors at the tent

VIEW ARTWORK ONLINE ↗



Skis on the snow

VIEW ARTWORK ONLINE ↗



The Stöckli lineup

VIEW ARTWORK ONLINE ↗



Stöckli dealer guide

VIEW ARTWORK ONLINE ↗

1ECO Identity reference

01 / WORDMARK



A square of amber

A small amber square sits at the shoulder of the numeral. The same detail carries from the wordmark into the circular symbol.

02 / SYMBOL FAMILY



1eco
Governance coin



1peco
Utility coin



poco
Utility point

1ECO / DIGITAL EXPERIENCE

One world.
Many connections.

WEB DESIGN · MOBILE EXPERIENCE · VISUAL SYSTEM



01 Opening & brand introduction ↗



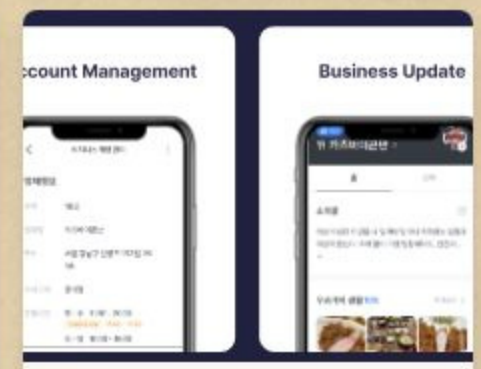
02 Four ways to connect ↗



03 1ECO governance coin ↗



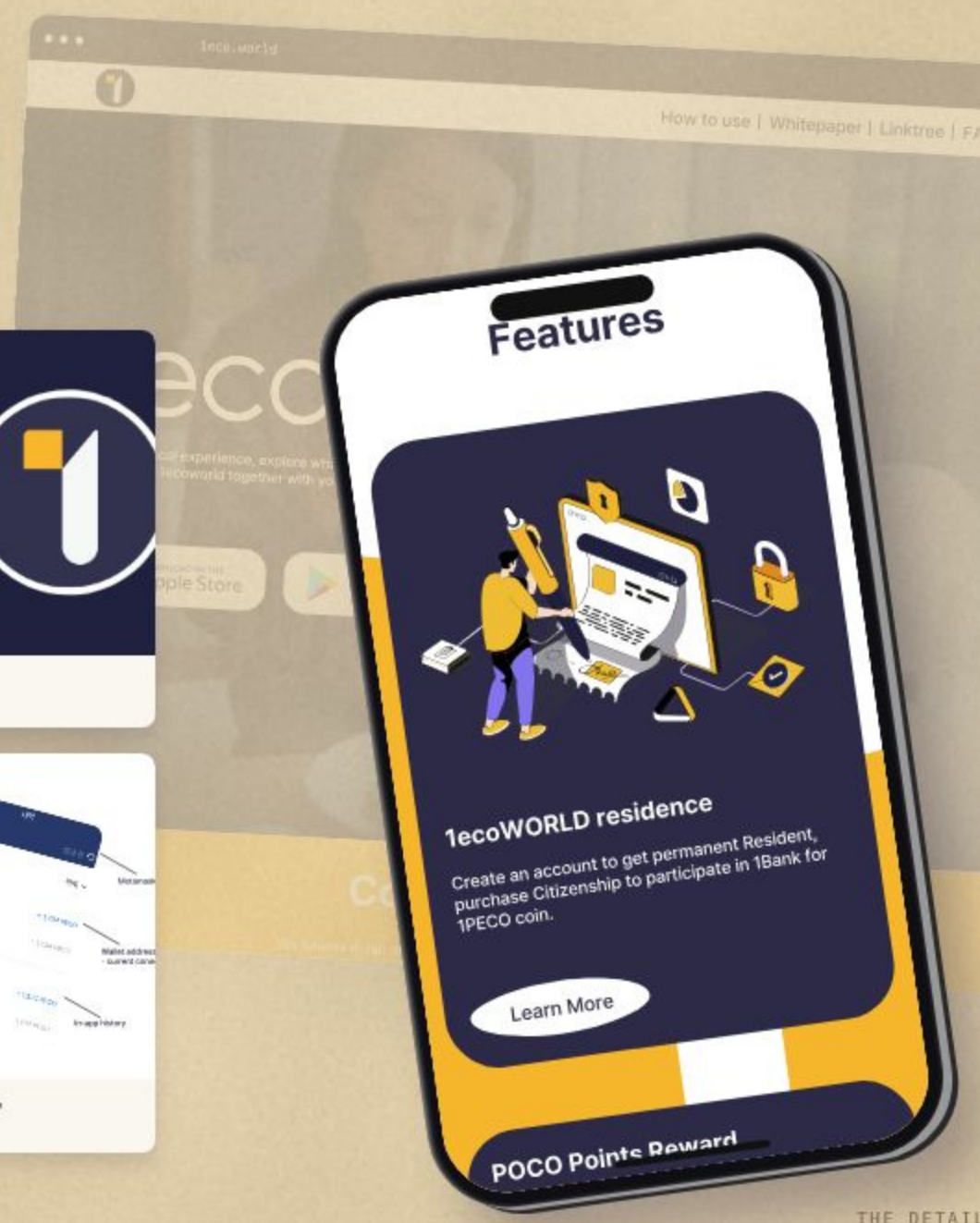
04 Ways to earn POCO Point ↗



05 Account management & updates ↗



06 Wallet connection & history ↗



THE DETAILS
MAKE THE EXPERIENCE.

Rookie Cops

01–06 / 11 WORKS



Rookie Cops · Motion cover 01

WATCH MOTION ONLINE ↗



Rookie Cops · Motion cover 02

WATCH MOTION ONLINE ↗



Rookie Cops · Motion cover 03

WATCH MOTION ONLINE ↗



KANGDANIEL · Hush Hush

VIEW ARTWORK ONLINE ↗



KWON EUN BI · TIME

VIEW ARTWORK ONLINE ↗



Dvwn · What A Wonderful Day

VIEW ARTWORK ONLINE ↗

MUSIC&NEW / SOUNDTRACK CAMPAIGNS

Rookie Cops

07–11 / 11 WORKS



LUCY · Police Class

WATCH MOTION ONLINE ↗



Ha Hyunsang · My Sunlight

WATCH MOTION ONLINE ↗



KANGDANIEL · Hush Hush

WATCH MOTION ONLINE ↗



Dvwn · What A Wonderful Day

WATCH MOTION ONLINE ↗



Kwon Eun Bi · TIME

WATCH MOTION ONLINE ↗

Doom at Your Service

01–06 / 12 WORKS



Artist lettering

VIEW ARTWORK ONLINE ↗



Portrait edition

VIEW ARTWORK ONLINE ↗



Album artwork teaser

VIEW ARTWORK ONLINE ↗



Vocal recording

VIEW ARTWORK ONLINE ↗



Youngjun recording session

VIEW ARTWORK ONLINE ↗



Album proofs & inserts

VIEW ARTWORK ONLINE ↗

Doom at Your Service

07–12 / 12 WORKS



Playlist prompt

VIEW ARTWORK ONLINE ↗



Album review event

VIEW ARTWORK ONLINE ↗



Winner announcement

VIEW ARTWORK ONLINE ↗



Subscription event · notice

VIEW ARTWORK ONLINE ↗



Subscription event · rewards

VIEW ARTWORK ONLINE ↗



Signed instant photos

VIEW ARTWORK ONLINE ↗

MUSIC&NEW / SOUNDTRACK CAMPAIGNS

Special Delivery

01–05 / 5 WORKS



Special Delivery · listening event

VIEW ARTWORK ONLINE ↗



Silver mailer

VIEW ARTWORK ONLINE ↗



Branded sealing tape

VIEW ARTWORK ONLINE ↗



Car-key charm

VIEW ARTWORK ONLINE ↗



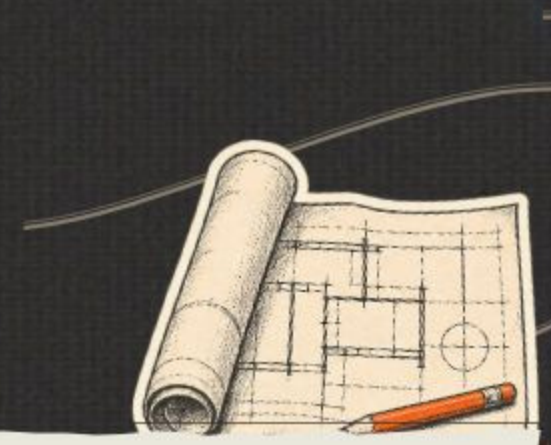
Character & car pin

VIEW ARTWORK ONLINE ↗

KORINY

Real estate films

New York & New Jersey / MTY Group / Marketing internship, 2019–2020



01 / PROPERTY TOUR



15 Hudson Yards

Inside a two-bedroom condo on the 79th floor.

Watch on YouTube 04:00

02 / HOME VISIT



At home in New Jersey

A KORINY intern opens the door for a personal apartment tour.

Watch on YouTube 08:00

03 / NEW YORK LIFE



A designer in New York

A lifestyle feature following a UX/UI platform designer in the city.

Watch on YouTube 03:20

THE WORK. THE NOD. THE NEXT IDEA.

Selected *recognition.*

CREATIVE DISTINCTIONS
18—20
NEW YORK

01 / ADC ANNUAL AWARDS

2018

04

YOUNG ONES FINALIST

Small sparks. *Bold ideas.*

4 Merit Awards

IDEAS THAT LEAVE A MARK

02 / NEW YORK FESTIVALS

2020

03

New York Festivals

Advertising Awards

3 Finalist Recognitions

03 / YOUNG ONES

2020

01

Young Ones

Student Awards finalist

1 Merit Award

keep going ↗

Made with intent.
Recognized for the idea.

ADVERTISING DESIGN
SCHOOL OF VISUAL ARTS · NEW YORK

Exhibitions *& art fairs.*

42 moments of showing up.
A studio diary, 2022—2026.

11 SOLO 24 GROUP 7 ART FAIRS

Solo exhibitions

2026 **Summer Madness**
Taeeun Gallery

2026 **fOUR Seasons**
Kuns Gallery

2026 **Bloom Again**
브루다 카페 · 양주

2025 **Playground of Existence**
Pink Gallery

Solo exhibitions

2025 **YTN 초대 개인전**
Ecorock Gallery

2025 **절제된 미X놈**
Kuns Gallery

2024 **Inner Thoughts**
Gallery UP · Busan

2024 **What and How**
Sesame Museum · Songdo

Exhibitions *& art fairs.*

11 SOLO 24 GROUP 7 ART FAIRS

42 moments of showing up.
A studio diary, 2022—2026.

Solo exhibitions

2024 **Me, Myself and I**
FORELIUM

2023 **REVEAL (드러내다)**
Gallery LABO

2022 **Unbounded (해방)**
Gallery Amidi

Group exhibitions

2026 **시선과 경계 사이**
Two-person exhibition · Ecorock Gallery

2025 **Epilogos**
Gallery UP

2025 **시선 : 예술적 사건**
Starfield Hanam

2025 **404 Stress Not Found**
셀렉티드 닉스 갤러리

Exhibitions *& art fairs.*

42 moments of showing up.
A studio diary, 2022—2026.

11 SOLO 24 GROUP 7 ART FAIRS

Group exhibitions

2025 **POP SPECTRUM**
Conte B Gallery

2025 **ATLAS OF RESONANCE**
Kuns Gallery

2025 **BLOOMING POTENTIAL**
GALLERY JEON

2025 **FOURWARD (인사아트위크)**
Kuns Gallery

Group exhibitions

2024 **Together Together**
구띠 갤러리

2024 **Hide & Sick**
Ecorock Gallery

2024 **Show Yourself**
Kuns Gallery × Maru Art Center

2024 **2024 FRESH**
구띠 갤러리

Exhibitions *& art fairs.*

11 SOLO 24 GROUP 7 ART FAIRS

42 moments of showing up.
A studio diary, 2022—2026.

Group exhibitions

2023 창작 쇼룸
Bincan

2023 **Giant Impressions**
Kuns Gallery × Topohaus

2023 **Persona**
CoffeeOnCanvas

2023 터
Unhide

Group exhibitions

2023 갤아워 단체전
Gallery Amidi × Café Comma

2023 사랑에 관하여
RAF

2023 **When We Are Together**
Opening exhibition · Gallery Amidi

2023 **FRAME**
Gallery Amidi

Exhibitions *& art fairs.*

11 SOLO 24 GROUP 7 ART FAIRS

42 moments of showing up.
A studio diary, 2022—2026.

Group exhibitions

2022 갤아워
Gallery Amidi × Café Comma

2022 이상적 연말
Unhide

2022 아트 오일장
Gallery Amidi

2022 **THREAD (실마리)**
Gallery TYA

Art fairs

2026 **Daegu Art Fair**
Taeeun Gallery

2025 **DKAF · Daejeon Art Fair**
Kuns Gallery

2025 **Pink Art Fair**
JW Marriott · PAFS

2024 **Art X Seoul**
Gallery LP Seoul

Exhibitions *& art fairs.*

11 SOLO 24 GROUP 7 ART FAIRS

42 moments of showing up.
A studio diary, 2022—2026.

Art fairs

2024 제5회 아트락페스티벌
Ecorock Gallery

2023 **Clio Art Fair**
New York

2023 **URBAN BREAK**
COEX

THE STUDIO CONTINUES

Still making *marks.*

A page ends.
The practice doesn't.



IN THE STUDIO / MAKING MARKS

Jessup Choi

TO BE CONTINUED ↗

HAVE SOMETHING IN MIND?

Let's make something *good.*

Design, motion, or a little studio magic.

It starts with a conversation.

Email Jessup ↗ | Call 571-581-5442 | Copy email

FAIRFAX, VA · 한국어 / ENGLISH

