



CONTACT

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EDUCATION

Otis College of Art and Design

Bachelors of Fine Arts, Toy Design 2017-2021

Overall G.P.A 3.8 (Dean's List in every semester)

AWARD



The WIT Foundation

2020 Women in Toys Scholarship Winner
Sponsored by Amazon



2020 Ferrero Scholarship Fund

Ferrero Kinder Surprise Sponsored Winner

LANGUAGES

Fluent in Korean & English

JIWOO CHOI

TOY DESIGNER | GRAPHIC DESIGNER

EXPERIENCE

Jazwares

Sep 2022 - Present

Product Designer - Core Team - Plush Design and Development (Soft Lines)

- Collaborated directly with the vice president of design in developing the early phases of the new core team and was responsible for creating new brands within the soft line category annually based on current toy trends, including Bumbumz, Green House, Cuddle&Co., Jazwares seasonal products, and Russ soft lines.

- Staying updated on fashion trends and fabric preferences to design a diverse range of soft lines for girls. Developing an in-house plush brand, generating innovative concepts, and tailoring products to meet buyer specifications. Demonstrating a proficient knowledge of materials and manufacturing techniques in alignment with yearly trends with daily communication with Asian manufacturers in South Korea, Vietnam, and China.

- Directly responsible for the concept design which led to the collaboration of licensors with WarnerBros, and Sanrio to introduce new products to the market.

Spin Master

Jul 2022 - Sep 2022

Freelance Product / Graphic Designer - Girl's Toy

- Provided graphic design support by creating visually appealing and effective designs, collaborating with team members, incorporating feedback, and staying updated on design trends to deliver high-quality work that contributed to the team's success.

Medtronic

Nov 2019 - Nov 2021

Freelance Graphic Designer

- Spearheaded and assisted the healthcare medical device marketing team in developing brochures, illustrations, video marketing materials, and designs to raise awareness among physicians and patients about thyroid, pancreas, biliary radiofrequency ablation, and gastrointestinal TTS stents.

Moose Toys

Aug 2019 - Aug 2020

Freelance Product Designer

- Collaborated with the vice president of design on the early phases of design and development of Bluey creating playsets, figures, plush, and game design as well as presentations, developing ideas, and creating storylines to collaborate with the marketing department.

- Conducted in-depth market research for multiple Moose projects including extensive research knowledge of the toy industry, materials, and manufacturing process.

- Conducted major development of Tom and Jerry plush face design, and Collin Key Fake Food Mystery Challenge Wheel Toy.

Product Design Intern

Jun 2019 - Aug 2019

- Collaborated with the team to develop toy designs, illustrations, conduct market research, and prepare presentations. Helped in producing and organizing design audits, documenting presentation boards, and working with an assistant to create and manage design sheets from development to market.

TECHNICAL SKILLS

Photoshop, Illustrator, After Effect, Premiere Pro, Rhino, Zbrush, Keynote, Character Design, Concept Design, 3D Rendering, Digital Rendering, Model Making, Sewing, Video Edit