



Deborah Cho

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EXPERIENCE

Scheller College of Business Sep 2021 - Present

Graphic and Web Design Assistant

- Creating collateral for web, digital & traditional advertising, social media, email, print, including flyers, display ads, logos, presentations, swag, email templates, and more
- Editing video footage for web, social media, and digital ad use
- Designing and editing interactive, web-based publications, including migrating and editing content

Mailchimp May 2021 - Aug 2021

Service Design Intern

- Conducted current experience audits and identified experience gaps and future opportunities
- Implemented service design frameworks such as customer Journey Maps, Service Blueprints, and Empathy Maps
- Built out experience prototypes in cross-functional teams

EXLAB Makerspace Jul 2018 - Jan 2021

Digital Marketing Team & Student Assistant

- Developed custom workshops for student development and created the first 3D modeling workshop
- Taught and hosted workshops for students to develop the skills required for each workstation
- Increased social engagement by 5000% on social media platforms using Facebook Business Suite and Hootsuite

Mud Pie, LLC May 2019 - Aug 2019

eCommerce and Public Relations Intern

- Developed a more efficient system for graphic creations by creating custom templates for the marketing team
- Produced graphics for signage, way-finding for trade show events and daily social media posts across multiple platforms
- Planned and scheduled daily content for all social media platforms simultaneously with an audience of over 110K using Planoly, Tailwind, and Facebook Business Suite

EDUCATION

Georgia Institute of Technology

*Master of Science - MS,
Digital Media, Expected May 2023*

Georgia State University

*Bachelor of Fine Arts - BFA,
Graphic Design, May 2020
Honors: Cum Laude*

TOOLKIT

CREATIVE

Adobe Creative Suite
Figma
Miro
Sketch
Invision
Photography

INDUSTRY

A/B Testing • User Journey Mapping •
Service Blueprint • Visual Design •
Interaction Design • Information Design
• User Research • Wireframing &
Mockups • User Interviews • Prototyping

TECHNICAL

3D Printing
Tinkercad
Lasercutting
HTML/CSS
Javascript
Arduino
Processing
p5.js