Minji Joo

Art Director

Austin, Texas

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Howdy!

I am a Korean American art director, creative strategist, and mental health advocate on the pursuit to culturally redefine advertising. I am a multidisciplinary artist whose work reflects real human truths, focuses on empowerment, anchors with good design, and pushes the framework of what an ad can be.

EXPERIENCE

Sept 2020 – Nov 2020

EVOKE GROUP | NEW YORK CITY, NY

Art Director Intern

- Art directed, concepted, and executed branded social media content through Evoke's virtual fall internship program.
- Cilents: 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, concepted, creatively executed and pitched 360 campaigns for Whataburger, Respond2Racism, and Jaguar Land Rover in partnership with McGarrah Jesse, Goodby Silverstein and Partners, and Denstu Aegis.
- Mentored and coached 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- The art director internship at Mcgarrybowen Chicago had rescinded due to the global pandemic, COVID-19.

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.

Aug 2018 – Dec 2018

CAMPUS ENVIRONMENTAL CENTER | AUSTIN, TX

Communications Director

- Managed and strategized the CEC's social media (Instagram, Twitter, Facebook) content maximizing the organization's exposure among UT students and faculty.
- Supervised the social media team from pre-to-post production.
- Networked and did outreach with prospective sponsors and guest speakers in the Austin area that financially aided or provided resources for the organization's sustainability initiative.

Jun 2017 – Apr 2019

WHOLE FOODS MARKET | AUSTIN, TX

Team Trainer & Service Representative

- Taught WFM culture, benefits, team structure, who's who, core values, employment-related training preventing workplace harassment, and diversity, equity, and inclusivity in the workplace.

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	Design
Photoshop	User Interface
Illustrator	Web Design
InDesign	Storytelling
Premiere	Video Editing
After Effects	Videography
Microsoft Office	Brand Identity
Google Workspace	Digital Illustration
Hootsuite	Traditional Illustration
Procreate	Visual Merchandising
Zoom	Photo Editing
Wix	Photography

Other	Languages
Concepting	Fluent English
Self-motivated	Fluent Korean
Collaborative	Proficient Mandarin
Open-minded	Conversational Spanish
Mentoring	
Dynamic Presenter	
Socially Conscious	

AWARDS & ACHIEVEMENTS

2021 | **UT Stan Richards SRS NSAC Team**

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**

INTERESTS

Pet Fostering & Adoption
Mental Health Awareness
Mixology
Thrifting
Yoga
Psychological Thrillers
Midcentury Modern Design
Coffee Preparation
Mindfulness
Chess

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