

# MANDY CHOY

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Current undergraduate majoring in Graphic Design with certificates in Business and Digital Studies at University of Wisconsin-Madison. Experienced in a range of projects and collaborations with clients and teams. Eager to learn and experiment with design software and the arts. Strives to create impactful, engaging work that connects with the viewer.

## EDUCATION

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### Bachelor of Science in Graphic Design

*Sep 2023 – Present*

University of Wisconsin-Madison (UW–Madison)

- Expected Graduation: May 2027
- Minors: Certificate in Business, Certificate in Digital Studies
- Relevant Courses: Marketing in a Digital Age, Graphic Design for Branding and Identity
- Dean's Honor List: Fall 2023 - Present

## SKILLS

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Adobe Creative Suite (Illustrator, Photoshop, InDesign) • Canva • Figma • Google Suite • Microsoft Suite

## EXPERIENCE

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### School of Education (SoE) Student Ambassador • UW-Madison

*Sep 2025 – Present*

- Selected via leadership as one of 30 students from SoE to collaborate with the Dean and Associate Dean to improve on the student experience, such as a Student Showcase for over 100 attendees and 21 presenters
- Build relationships with cross-departmental peers and professional staff in monthly planning meetings

### Art Office Administration Assistant • UW-Madison

*Oct 2024 – Present*

- Design promotional material including posters, event materials, and newsletter graphics that maintain department visual consistency
- Manage multiple projects under tight deadlines while incorporating staff feedback
- Assist students and faculty with high-volume office support requests across in person, on calls, and emails

### American Institute of Graphic Arts (AIGA) UW-Madison • President

*May 2024 – Present*

- Lead weekly executive and general meetings focused on community engagement, professional development for student designers, and faculty guest coordination
- Organize collaborative design projects and competitions based on member feedback
- Increased student membership by 70% from September 2024 to April 2025
- Coordinated outreach opportunities with other student organizations, the Art Department, and company collaborations

### “The Jimmys” Band T-shirts • Designer • Madison, WI

*Feb 2025 – May 2025*

- Developed two shirt designs from concept to completion in celebration of their 16th year anniversary
- Explored multiple ideas with different colors and styles using research on their brand identity, audience, and screenprinting experience

### WORT 89.9 FM Mural • Designer and Painter • Madison, WI

*Feb 2024 – May 2024*

- Transformed ten feet of wall space to meet organization objectives: enliven the community space, communicate the values and goals of a nonprofit, and align with their visual identity
- Collaborated closely with the News Director to finalize compositions with symbolic, relevant icons for visual storytelling with volunteers, guests, and donors

## **EXHIBITIONS & PUBLICATIONS**

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### **Student Showcase • Education Building • School of Education • UW-Madison**

***Apr 2026***

Selected via application to show SoE student work for a campus-wide audience and professional academic staff to view. The submission is a zine crafted by AIGA UW-Madison members as a collaborative semester long project.

### **Fall Open House Exhibition • Art Lofts • UW-Madison**

***Oct 2025***

Hosted by the Art Department, work from student organization leaders and their members are showcased at the Art Lofts Gallery. Artworks included digital graphics via projector, high quality printed books, and thematic paintings.

### **Undergraduate Journal of Humanities • Illumination**

***Apr 2025***

Link: [https://issuu.com/wisconsinunion/docs/illumination - the undergraduate journal of humani](https://issuu.com/wisconsinunion/docs/illumination_-_the_undergraduate_journal_of_humani)

Selected via votes by the Illumination team to be featured in an annual magazine of student artists.

### **Into the APIDA-Verse • APIDA Student Center • Red Gym • UW-Madison**

***Apr 2025***

Featured 10 artists in their gallery space to celebrate the Asian Pacific Islander Desi American (APIDA) Heritage Month. The event theme references the animated "Spider-verse" film series.

### **Gold Key Recipient • Scholastic Art and Awards • Milwaukee Art Museum • Milwaukee, WI**

***Apr 2023***

Selected and awarded at the Southeast Wisconsin regional level for a hyperrealistic gouache painting, which was briefly displayed in the Milwaukee Art Museum.