

CHO SUHO



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About

Hello! I'm Suho, a passionate Korean creative based in Singapore. I'm always looking for the angle others haven't thought of yet. I believe the best ideas live just outside the obvious, and I make sure they look just as good as they sound.

Education

Goldsmiths, University of London
Bachelors in Design Communication
Conferred through LASALLE College of the Arts, Singapore

Aug 2024 ~ May 2026
Singapore

Lasalle College of the Arts
Diploma in Design for Communication and Experiences

Aug 2019 - May 2024
Singapore

Experience

Apple at TBWA\Media Arts Lab
Art Director Intern

June 2025 - Aug 2025
Singapore

- Assisted in the creative development of Apple's advertising campaigns for the SEA market and APAC region.
- SF Pro Heritage: Hangul. Designed a conceptual type design campaign reimagining traditional Hangul letterforms in the style of Apple's SF Pro typeface.

The Booth Brewing Co.
Branding Designer

May 2023 - Dec 2023
Seoul, South Korea

- Designed promotional materials, managed social media, and contributed to branding for The Booth Brewing and The Taco Booth, while also creating event setups and pop-up store designs, and actively participating in major events like The Booth Beer Week 2023 and Hyundai Card's Da Vinci Motel.

Initia SG
Branding Designer

Aug 2020 - Mar 2021
Singapore

- Worked as a branding designer for Space4Us under Initia SG, creating logos and product tags, leading kokedama workshops and sales, and assisting guest instructors during various events.

Awards

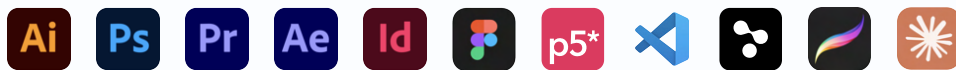
Bronze, The Crowbar Awards 2025
Awarded for the Puma Big Cat campaign
by the Association of Advertising & Marketing Singapore (AAMS)

Jan 2026
Singapore

Bronze, 5th Infantry Division Startup Tournament
Awarded for the Talk to Me platform
by the Division Commander, Republic of Korea Army

Mar 2023
Yeoncheon, South Korea

Skills



Language

Korean
English

Native
Fluent

Military Service

Fulfilled, Korean Army, Honorable Discharge
South Korean 5th Infantry Division

Nov 2021 - May 2023
Yeoncheon, South Korea