

PORTFOLIO

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Resume. Yuri CHOI

Contact

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Phone: +33 (0)7 49 42 95 06

Location: Paris, France

Skills

Adobe Creative Suite (Photoshop / Indesign / Illustrator), Sketchup, Rhino, Vray, Autocad
Google Suite, Microsoft Office Suite (PowerPoint, Excel, Word)

Professional Experience

L'Oréal | Armani Beauty DMI(HQ) : 09/2023 - 02/2024 | Paris, France
Chef de projet Event Retail Design & Scenography (CDD), Event Retail Design Team
Led event retail design and scenography projects for launches and animations 2025

Maison Margiela : 09/2023 - 02/2024 | Paris, France
Visual Identity and Merchandising Specialist (CDD), Visual Merchandising Team
Managed visual merchandising projects for Maison Margiela & MM6

L'Oréal | Kérastase DMI (HQ): 09/2022 - 02/2023 | Paris, France
Architecture & Retail Design Intern, Kérastase DMI, Professional Product Division
Managed and developed retail design projects for Launches and Animations 2022 & 2023

MGRV : 03/2021 - 07/2021, 07/2022 | Seoul, Korea
Strategy Associate, Strategy Team, Customer Experience Group
Launched Co-living/Hotel branches 'Mangrove Sinseol & Dongdaemun' (600+ clients)

Rootimpact : 08/2020 - 02/2021 | Seoul, Korea
Community Operator, Space&Experience Team, Heyground Group
Responsible for Co-working Office 'Heyground'(1000+ clients) for Social Ventures

Korea National University of Arts : 02/2020 - 07/2020 | Seoul, Korea
Curator and Exhibition Designer, Department of Architecture
Designed for Architecture Exhibition "Seoul Unfolded" at the Korea Cultural Centre UK

Education

Institut Français de la Mode (09/2021 - 06/2023 | Paris, France)
Master of Science - International Fashion & Luxury Management
Specialization : Merchandising & International Development

École Spéciale d'Architecture (08/2016 - 12/2016 | Paris, France)
Exchange Student (Architecture major)

Korea National University of Arts (03/2014 - 02/2020 | Seoul, Korea)
Diploma of Architecture (Bac+5) / Equivalent to Master of Architecture in UK
Double Architecture Certification (Korean / British)

Professional Projects

01 L'Oréal | Armani Beauty DMI (HQ)

Chef de projet Event Retail Design & Scenography

02 Maison Margiela

Visual Identity and Merchandising Specialist

03 L'Oréal | Kérastase DMI (HQ)

Architecture & Retail Design Intern

04 Korea National University of Arts

Curator and Exhibition Designer

01 ARMANI BEAUTY DMI (HQ), L'ORÉAL

POS CONFIGURATIONS

Note: As my current work focuses on upcoming product launches & animations, I'm unable to share my design due to confidentiality. Below are POS configurations from previous years to illustrate the types of projects I'm managing.

Design of POS configurations for Launches / Animations 2025 & 2026 [Make-up, fragrance, skincare categories]

- Development of key visual codes in collaboration with Marketing Team
- Sketchup 3D modeling and photoshop renders
- Creation of international retail design books for countries & zones
- Coordination with Purchasing team and agencies for production (validation of materials, graphic file development, etc.)

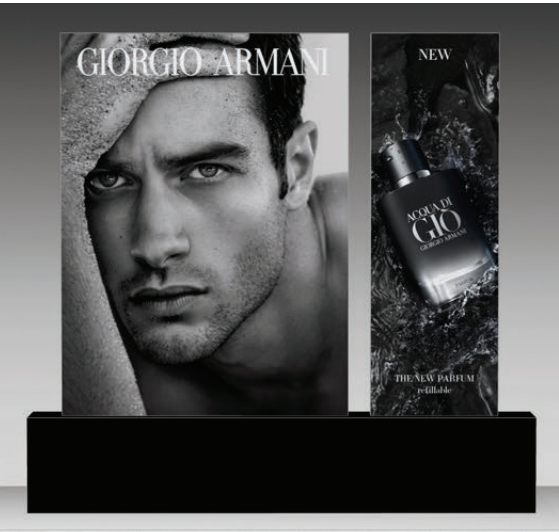
Perfumery Display



Head of Gondola



Window



Outpost





Counter Display / Blotter



Animation Grids



SEPHORA Gondola



Red Ribbon



02 MAISON MARGIELA & MM6

MAISON MARGIELA — 1ST CLASS TRAVEL WINDOW

Window design for new collections of Maison Margiela

- Development of key visual elements / creation of brief & moodboard
- Photoshop renders and technical drawing for all global boutiques / Coordination with agencies for production

SANT'ANDREA — Milan, Italy



BRUTON — London, UK



MAISON MARGIELA — SHOES POP UP IN US

Pop-up design for department store in NYC

- Moodboard and brief / coordination with US team and department store
- Adaptation of collection's key visual elements for pop-up space
- Sketchup 3D modeling, Vray render, photoshop retouch, technical drawing



MAISON MARGIELA — SHOES POP UP

Pop-up design for Galeries Lafayette

- Moodboard and brief for internal communication & Galeries Lafayette
- Sketchup 3D modeling, Vray render, photoshop retouch, technical drawing
- Brief for production agencies and validation of materials

GALERIES LAFAYETTE — Paris, France



MAISON MARGIELA — HOLIDAY ACTIVATION

Designs for holiday activations in global boutiques

- Moodboard, development of key visual element for activation
- Photoshop renders and technical drawings for all key global boutiques
- Validation of materials and technical drawings from countries

JC PLAZA — Shanghai, China



Render



Installation

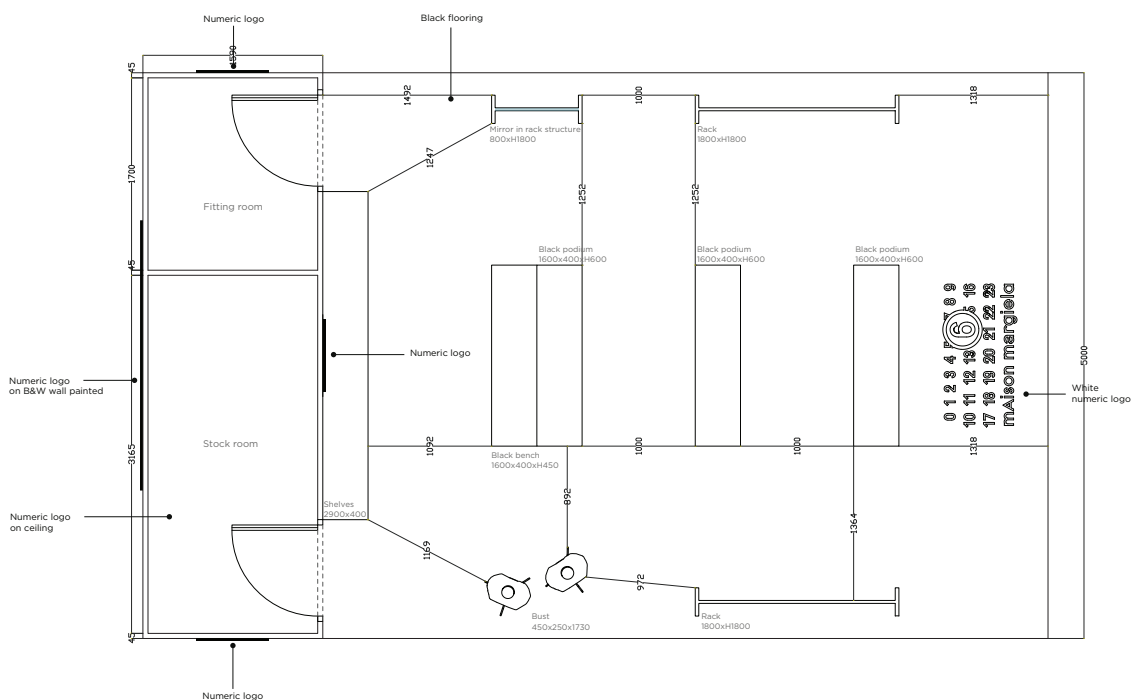
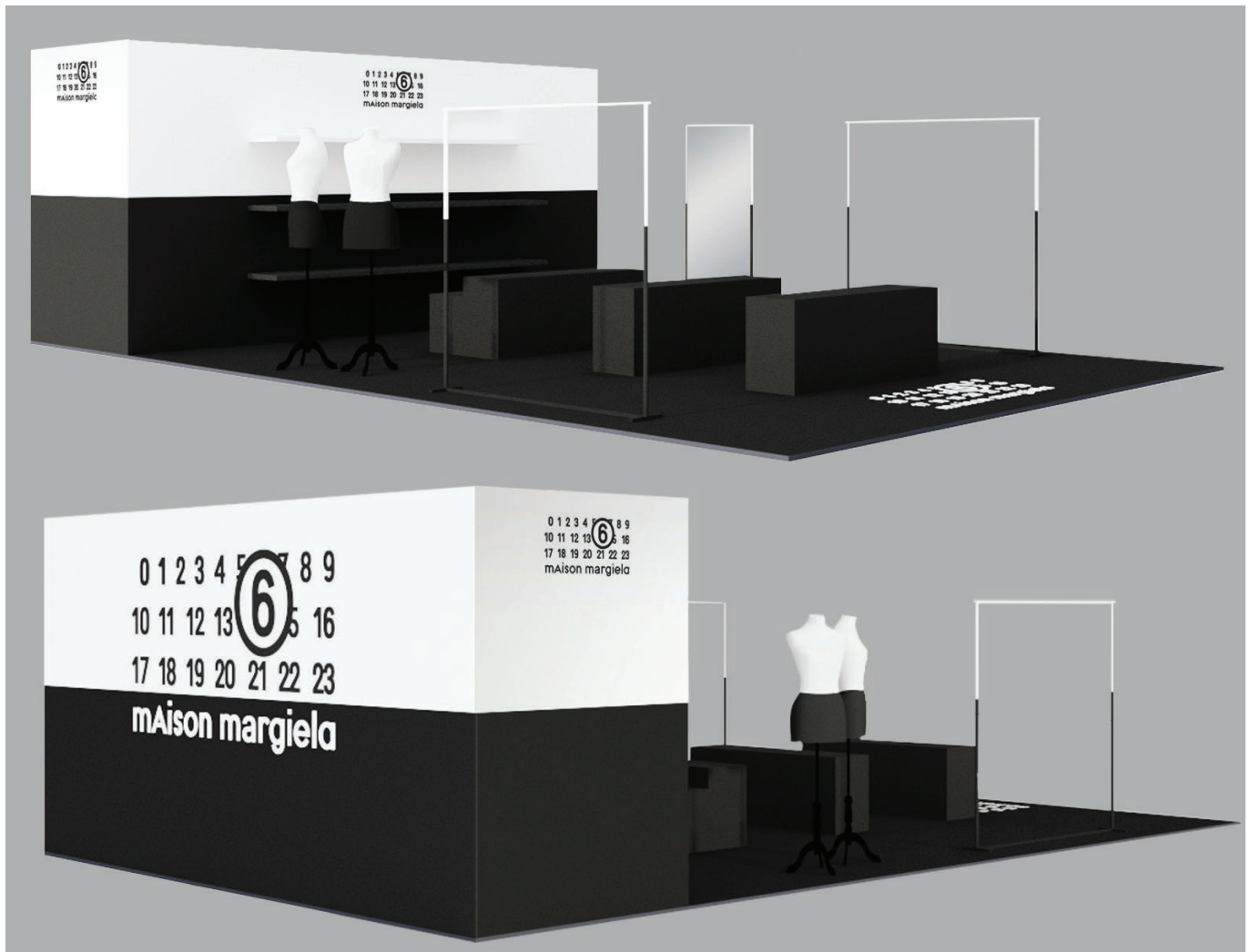
SANT'ANDREA — Milan, Italy



MM6 — POP UP SPACE IN CHINA

MM6 pop-up space design for department store in China

- Sketchup 3D modeling, Vray render, photoshop retouch
- Technical drawing and production/installation brief
- Validation of production & installation planning from China team



MM6 — SHOW FW23 POP UP

Development of window / pop-up designs for MM6 SHOW FW23 collection

- Concept design and moodboard creation
- Photoshop render image for visualization
- Technical drawing and production/installation brief
- Validation of production & installation planning from Japan + Image retouch for VM report

OMOTESANDO - Tokyo, Japan





MAISON MARGIELA — VM GUIDELINES

Creation of global VM guidelines for Maison Margiela and MM6 collections

- Coordination of VM shooting / monitoring photoshoot / display of products
- Collaboration with Merchandising team and VM team for product selection & display
- Image retouch on photography (color, lighting, item replacement, etc.)

Maison Margiela PARIS

8. Brass rubbing



WOMEN
Flagship

Maison Margiela PARIS

Cross merchandising examples



0 1 2 3 4 5 6 7 8 9
 10 11 12 13 14 15 16
 17 18 19 20 21 22 23
 mAison margiela

Men



CASUAL BEIGE / BLACK
Flagship with touch of silver

Podium display



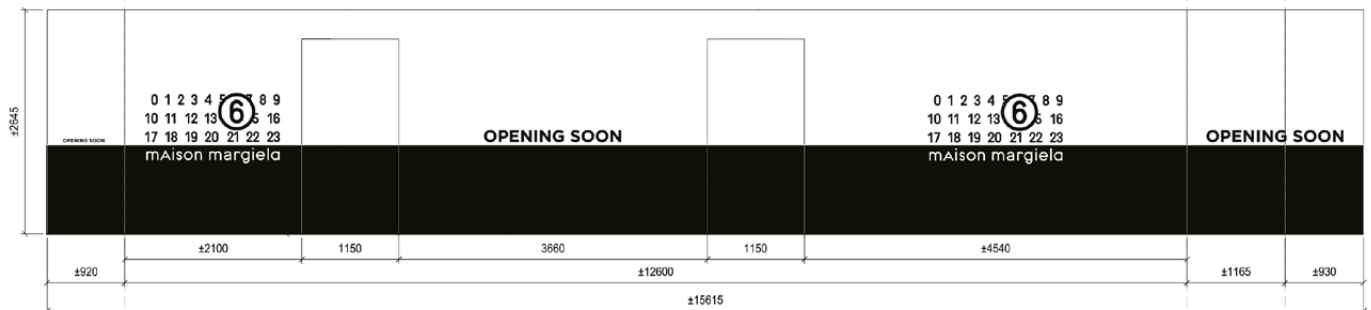
Suggestion of cross merchandising.
 Adapt to store selection.

HOARDING DESIGN

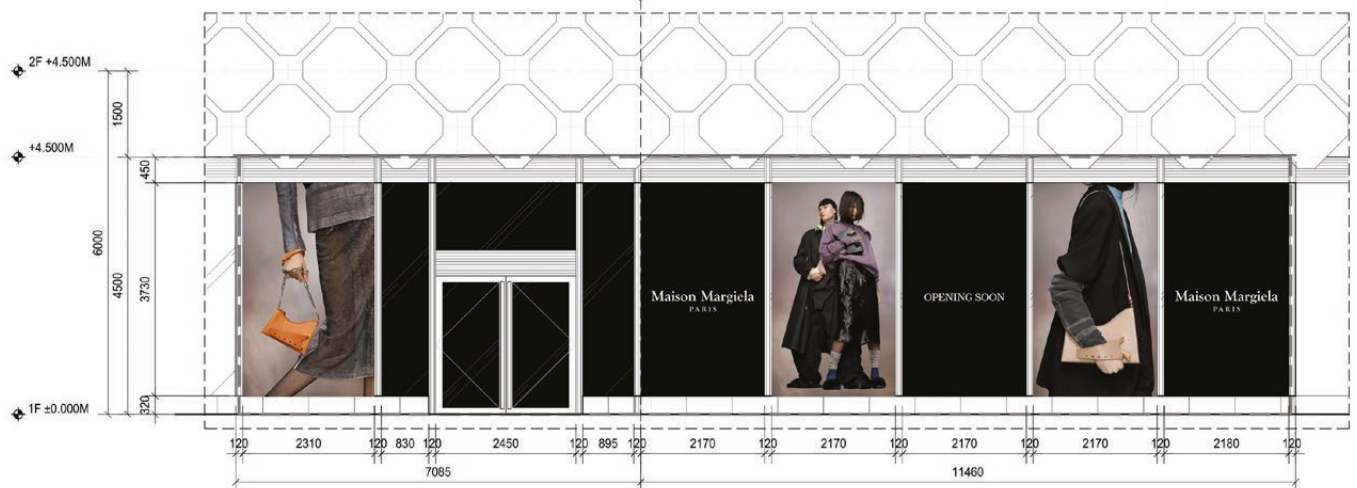
Hoarding designs for global boutiques during store renovation & store opening

- Coordination with communication and graphic design team
- Graphic layout of visuals, logo, and text / Graphic files for production
- Communication with local team for production & installation

MM6 — HONGKONG HARBOUR CITY



MAISON MARGIELA — QINGDAO HISENSE PLAZA



MAISON MARGIELA — MONTPENSIER HOMME, PARIS



03 KÉRASTASE DMI (HQ), L'ORÉAL SCENOGRAPHY FOR FUSIO-DOSE

Internal scenography project 'Seine 62'

- Coordination with Marketing, Education, Communication team for selection of visuals & contents
- Graphic design, 3D modeling, and technical drawing for podiums
- Collaboration with supplier for production and installation



Custom-blended mix podium

2 IN-SALON TREATMENT
WITH A CUSTOM-BLENDED MIX
FOR IMMEDIATE TRANSFORMATION

UP TO 30 COMBINATIONS
ULTIMATE PERSONALIZATION

IT ALLOWS YOU TO TARGET
2 UNIQUE HAIR NEEDS IN 1 APPLICATION


+


CONCENTRÉ
PRIMARY NEED
CHOSEN BY YOUR HAIRDRESSER

BOOSTER
COMPLEMENTARY NEED
CHOSEN BY YOU

FUSIO-DOSE
MIX & MATCH

THE CONCENTRÉS

1 HAIRDRESSER CHOOSES YOUR CONCENTRÉ
FOR YOUR SPECIFIC HAIR CONCERN








THE BOOSTERS

2 BOOSTER ADDED
TO ACHIEVE YOUR SPECIFIC HAIR GOAL







FUSIO-DOSE

DISCOVER THE PERFECT COMBINATION FOR YOUR HAIR



Retail products podium

3 EXTENDED RESULTS WITH
KÉRASTASE HAIR CARE ROUTINE
AT HOME






CURL MANIFESTO
FOR CURLY & VERY CURLY HAIR




GENESIS
FOR WEAKENED HAIR




CHROMA ABSOLU
FOR POST-COLORED HAIR

Central podium - Boosters



**CAMELLIA OIL
NUTRITION**
FOR INFUSION OF MOISTURE,
SUPPLENESS & SHINE



**POLYPEPTIDE
ANTI-FRIZZ**
FOR LESS FRIZZ
INDUCED BY HUMIDITY



**LACTIC ACID
BRILLANCE**
FOR RECOVERY FROM
COLOR DAMAGES



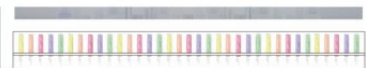
**VITAMIN E
CICABLOND**
FOR EXTRA STRENGTH
AFTER BLEACHING



**PROTEIN
RECONSTRUCTION**
FOR INTENSIVE
FIBER RECONSTRUCTION

THE BOOSTERS

CHARGED WITH HIGH-POWERED SKINCARE ACTIVES TO HELP YOU ACHIEVE YOUR ULTIMATE HAIR GOALS



FUSIO-DOSE
INSTANT TRANSFORMATION
INFINITE POSSIBILITIES

Only in Kérastase salons

Ingredients podium

THE CONCENTRÉS



AMINO ACID
REINFORCES HAIR FROM WITHIN
LIKE A BUILDING BLOCK



COLLAGEN PEPTIDE
PROVIDES RESISTANCE & ELASTICITY



NIACINAMIDE
IMPROVES STRENGTH & VITALITY



CAMELLIA OIL
NOURISHES & ADDS SUPPLENESS
WITH LASTING RADIANCE



LACTIC ACID
GENTLY EXFOLIATES,
REJUVENATES & ILLUMINATES



VITAMIN E
PROTECTS &
REDUCES BREAKAGE



CERA MIDES
RESTORE SOFTNESS,
SMOOTHNESS & STRENGTH



HYALURONIC ACID
STRENGTHENS & HYDRATES



GLYCERIN
DEEPLY MOISTURIZES &
ADDS DEFINITION TO CURLS



PROTEIN
RECONSTRUCTS &
REPAIRS DAMAGE



POLYPEPTIDE
REDUCES FRIZZ &
PROTECTS AGAINST HUMIDITY

THE BOOSTERS

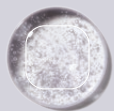
SCENOGRAPHY FOR SYMBIOSE





SYMBIOSE

CELLULAR ANTI-DANDRUFF HAIRCARE
LONG-TERM EFFICACY ALLIED WITH LUXURIOUS CARE



BAIN PURÉTÉ
ANTI-PELLICULAIRE
PIROCTONE OLAMINE + SALICYLIC ACID
Purifying anti-dandruff cellular shampoo

FOR OILY SENSITIVE SCALP
PRONE TO DANDRUFF



BAIN CRÈME
ANTI-PELLICULAIRE
PIROCTONE OLAMINE + SQUALANE
Moisturizing anti-dandruff cellular shampoo

FOR DRY SENSITIVE SCALP
PRONE TO DANDRUFF



MASQUE
REVITALISANT ESSENTIEL
SALICYLIC ACID + SQUALANE
Intense revitalizing mask

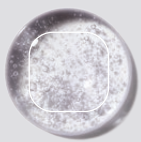
FOR DAMAGED HAIR
PRONE TO DANDRUFF



MICRO-PEELING
CELLULAIRE
1% SALICYLIC ACID
Micro-encapsulating cellular treatment

THE 1ST ANTI-DANDRUFF
CELLULAR PEEL

PEEL



BAIN PURÉTÉ
ANTI-PELLICULAIRE
PIROCTONE OLAMINE + SALICYLIC ACID
Purifying anti-dandruff cellular shampoo

BATHE



BAIN CRÈME
ANTI-PELLICULAIRE
PIROCTONE OLAMINE + SALICYLIC ACID
Moisturizing anti-dandruff cellular shampoo

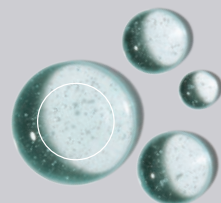
CARE



FONDANT
APAISANT ESSENTIEL
SALICYLIC ACID + BIFIDUS
Detangling soothing cellular conditioner



MASQUE
REVITALISANT ESSENTIEL
SALICYLIC ACID + SQUALANE
Intense revitalizing mask



SÉRUM CELLULAIRE NUIT
ANTI-PELLICULAIRE INTENSIF
PIROCTONE OLAMINE + SALICYLIC ACID + BIFIDUS
Intensive anti-dandruff cellular night serum

THE 1ST OVERNIGHT
CELLULAR ANTI-DANDRUFF SERUM

TREAT

Scientific efficacy podium

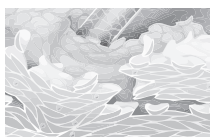
DANDRUFF AND CELLULAR RENEWAL

KÉRASTASE SCIENTISTS IDENTIFIED THAT DANDRUFF IS LINKED TO AN ACCELERATED CELLULAR RENEWAL SPEED

Like skin, our scalp renews itself. With stress, fatigue or hormonal changes, cellular renewal accelerates, leading to a build-up of dead cells: dandruff. That's why anyone can be prone to dandruff. SYMBIOSE is unique: it regulates cell renewal to fight dandruff, instantly and on the long-term.

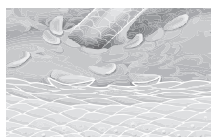
DANDRUFF SCALP

X2 CELLULAR
RENEWAL SPEED
7 DAYS CYCLE
DEAD CELLS BUILD UP & CREATE DANDRUFF



HEALTHY SCALP

OPTIMAL CELLULAR
RENEWAL SPEED
14 DAYS CYCLE
DEAD CELLS SUPPLEMENTED NATURALLY & RARELY



BIO-AFFINITY SCIENCE

A UNIQUE COMBINATION OF ACTIVES THAT WORK IN SYNERGY TO REMOVE DANDRUFF AT THE SOURCE, WHILE DEEPLY CARING FOR SCALP & HAIR



SALICYLIC ACID
INSTANTLY PEELS
VISIBLE DEAD CELLS
FOR A BREATHTABLE SCALP



PIROCTONE OLAMINE
ELIMINATES
MALASSEZIA BACTERIA
TO SLOW DOWN
CELLULAR RENEWAL SPEED



BIFIDUS
KNOWN TO FEED
SCALP GOOD BACTERIA
TO PREVENT DANDRUFF RELAPSE
BY FEEDING SCALP AND
MOISTURIZING HAIR

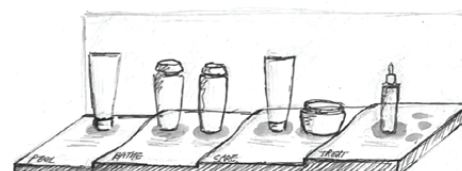
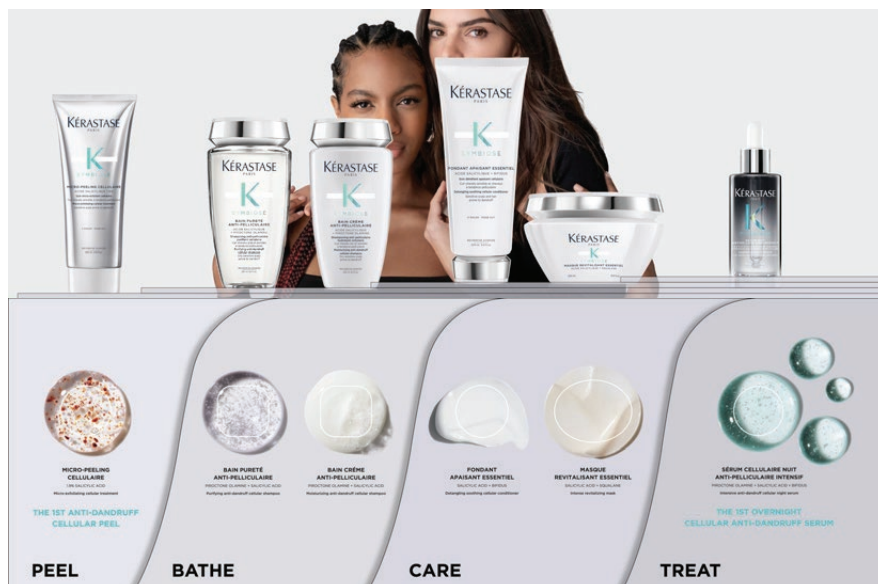
INSTANTLY
ELIMINATES DANDRUFF

UP TO 7 WEEKS
OF ANTI-DANDRUFF EFFICACY

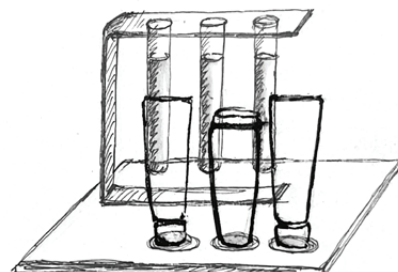
+97%
HAIR MOISTURE

X2 MORE
HEALTHY SHINE

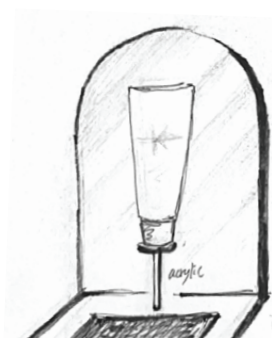
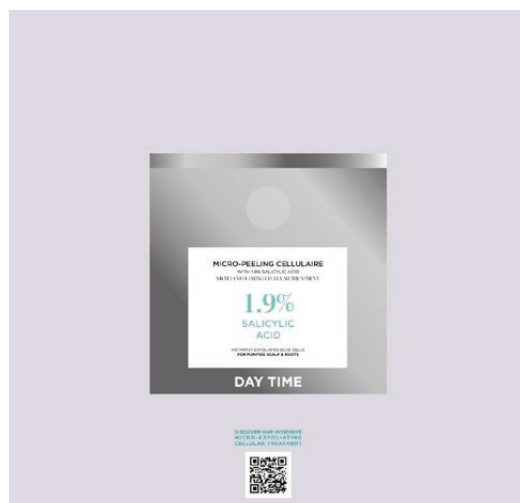
Main podium



Texture podium



Star product podium



SEPHORA POS DESIGN

Development of global POS design standard for Sephora

- Generic version for beauty visual cropping & text layout
- Generic version for ingredients / efficacy / texture image design

Beauty visual

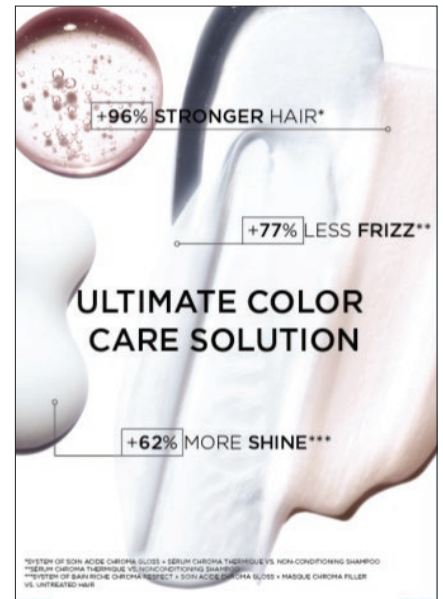


**Visuals from development process*

Ingredients visual



Efficacy visual



Simulation render

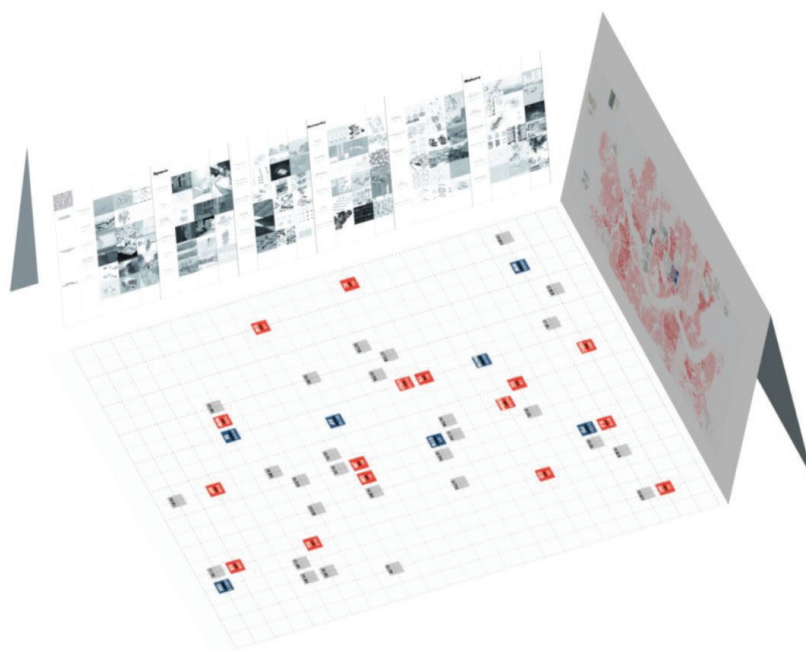
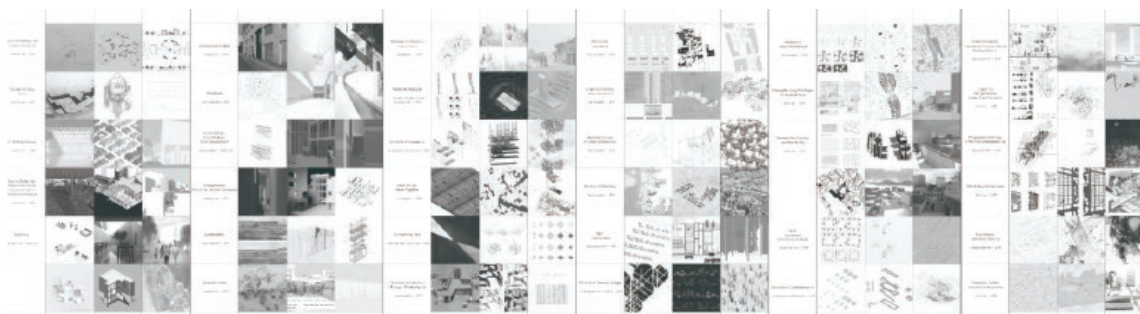


04 KOREA NATIONAL UNIVERSITY OF ARTS

EXHIBITION 'SEOUL UNFOLDED' IN KOREA CULTURAL CENTRE UK

Curation and exhibition design

- Curation and design of scenography
- Visual composition and graphic design on selected artwork, furniture design, 3D modeling / technical drawing
- Production and installation planning with UK team





Academic Projects

01 Institut Français de la Mode

MSc in International Fashion & Luxury Management

02 Korea National University of Arts

Diploma of Architecture (5-year BArch)

01 INSTITUT FRANÇAIS DE LA MODE

ANTI-AGING SERUM 'SOLAIRE' FOR 'GIVENCHY BEAUTY'

'From Insight to 360' Class : Launch simulation of daytime anti-aging serum for Givenchy Beauty

- Analysis of brand identity and consumer, competitor research
- Digital, PR, event, social media, education, sustainability strategy
- Design: Podium, visual merchandising tools, beauty/still life visual, packaging, PR gift



'LOUBI GARDEN' FOR 'CHRISTIAN LOUBOUTIN'

Business case with Christian Louboutin, "Playing with Trash" – Sustainability Project

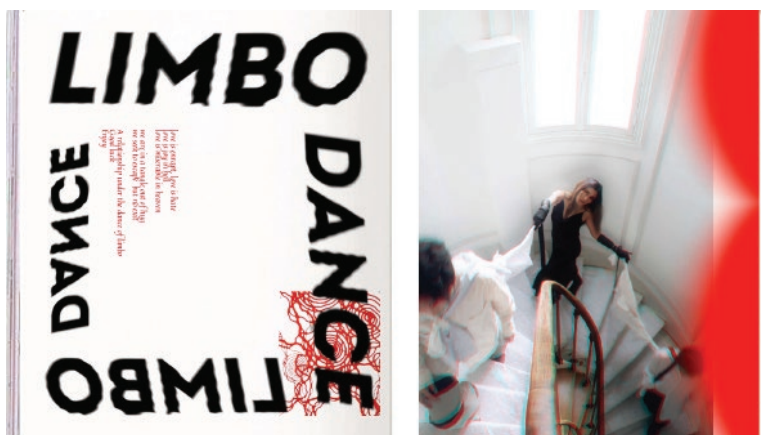
- Second-hand market research and insight analysis, competitor comparison
- Analysis of brand identity and consumer, previous collections, sustainability strategy
- E-commerce and user community digital strategy and communication campaigns
- In-store visual merchandising visualization and online exploration page design



UNIQLOVE — STYLING BOOK

‘Styling & Image Creation’ Class : Styling book for Uniqlo x Love Magazine

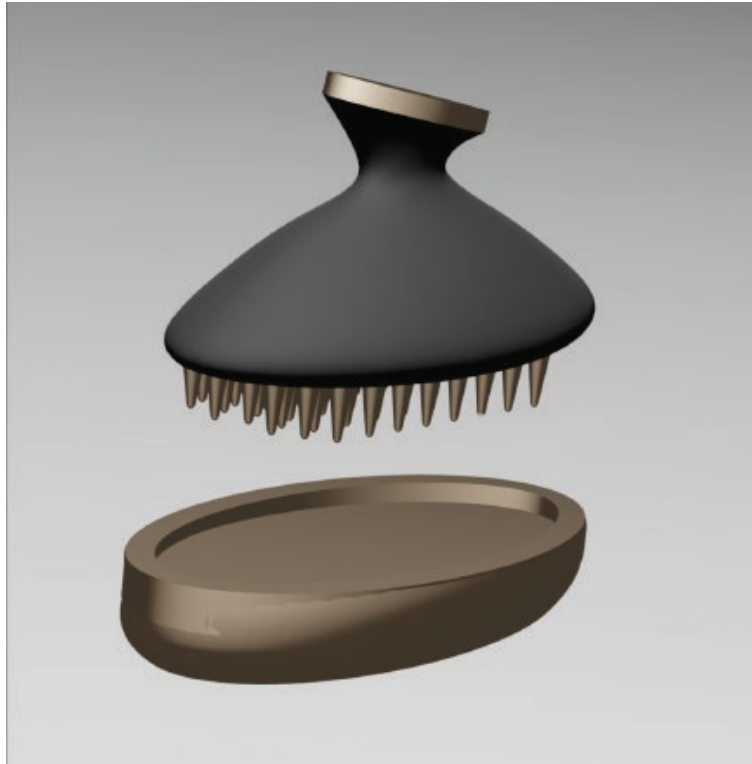
- Visual identity analysis, visual concept, moodboard & styling book
- Photography and visual editing, graphic design



ELECTRONIC SCALP MASSAGER 'MAU'

'Beauty Innovation' Class : Product development of automatic distribution scalp massager for anti hair loss

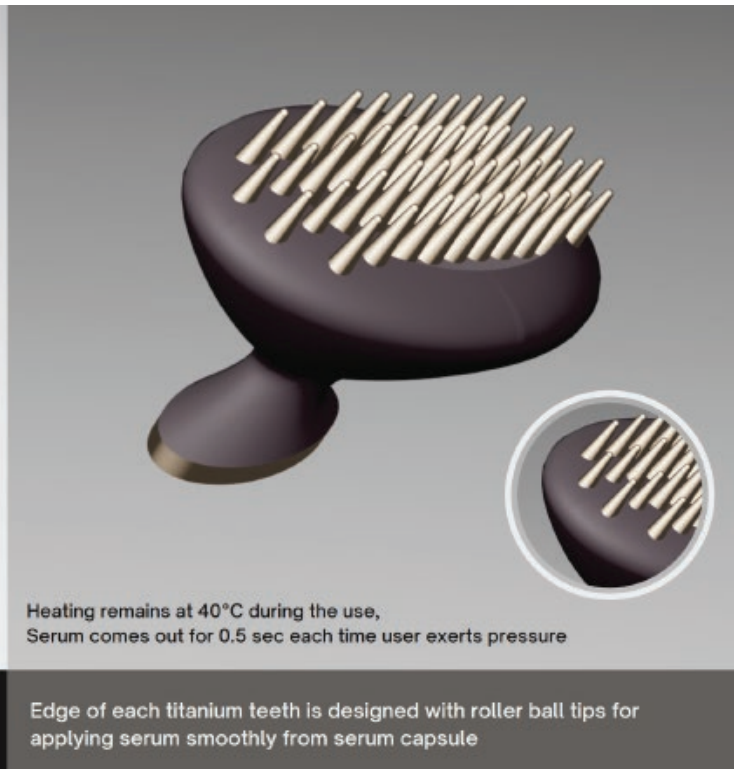
- Analysis of beauty market & target consumer and research of innovation value
- Research for innovation technology, formula and efficiency proof
- Branding concept, packaging and product design (design software: Blender)



Product design includes bottom holder to keep applicator clean after use



Serum can be purchased as 'Customized serum capsule', which can be inserted to handle part



Heating remains at 40°C during the use,
Serum comes out for 0.5 sec each time user exerts pressure

Edge of each titanium teeth is designed with roller ball tips for
applying serum smoothly from serum capsule

POP UP DESIGN FOR 'BYREDO'

'Strategic Branding' Class : pop up proposal to increase product range awareness of Byredo

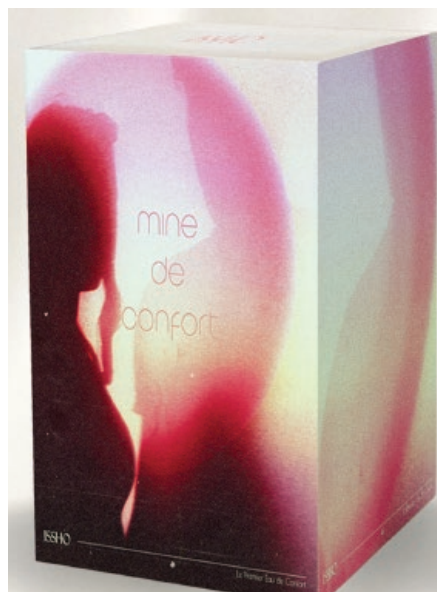
- Brand analysis (narrative, product range, target audience, positioning, competitor, retail)
- Value proposition and objective setting
- Marketing and PR event strategy for pop up store
- Pop up store visualization & layout



POST-COVID PERFUME LAUNCH FOR 'ISSHO'

'History of Perfume' Class : launch simulation of perfume brand targeting post-covid

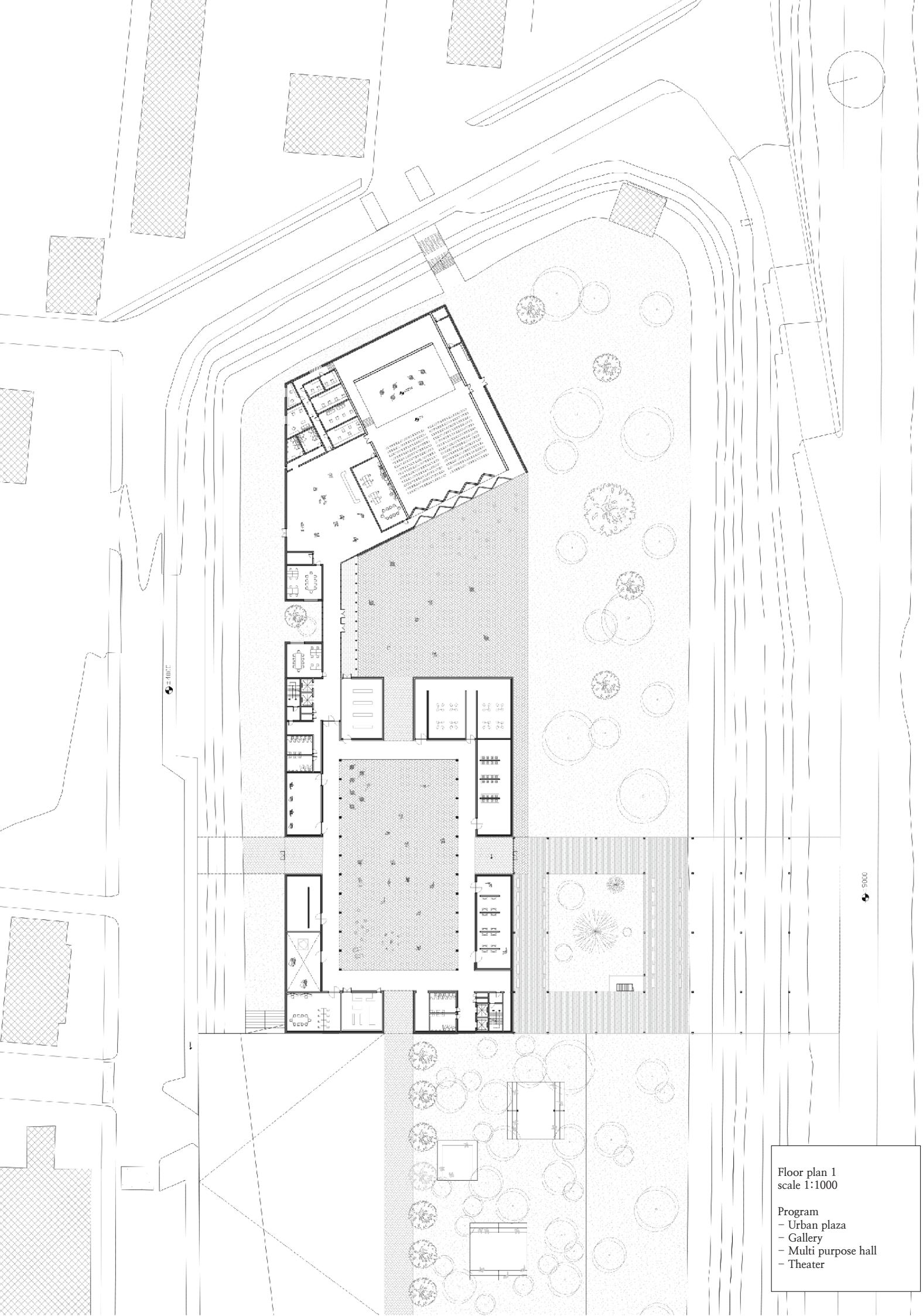
- Market research and post pandemic consumer behavior analysis
- Brand identity and positioning, combination of perfume notes
- Marketing, social media, event, pop up, PR strategy
- Perfume bottle & packaging design



02 KOREA NATIONAL UNIVERSITY OF ARTS GRADUATION PROJECT — OVERTURN INFRA

Cultural complex design project by renovating the infrastructure of Jamsil Water Reservoir (66,212m²). Programs include social housing for artists and the youth, artist ateliers and workshop space, auditorium, theatre, gallery, and commercial areas.

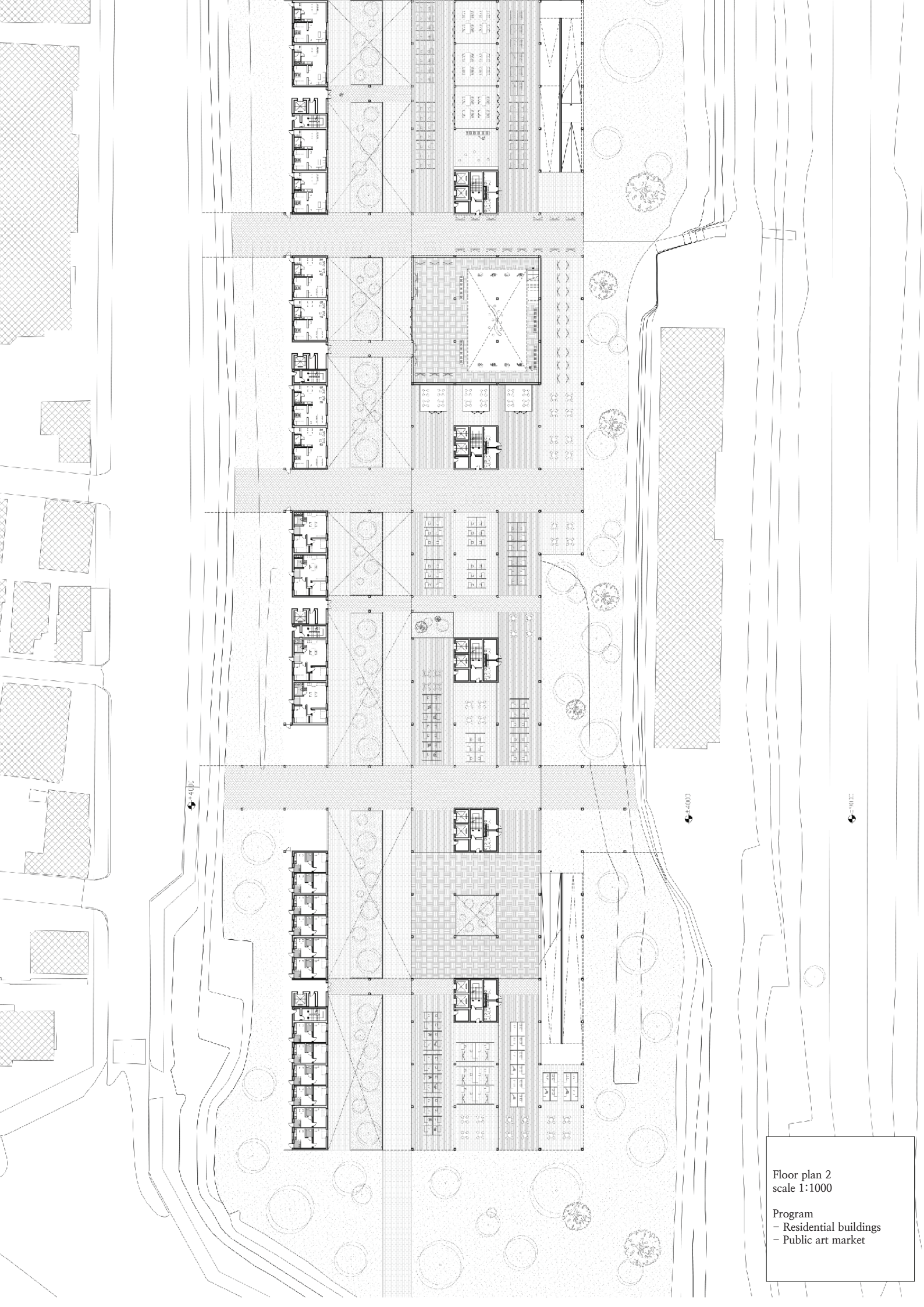




Floor plan 1
scale 1:1000

Program

- Urban plaza
- Gallery
- Multi purpose hall
- Theater



Floor plan 2
scale 1:1000

- Program
- Residential buildings
 - Public art market