



LEFT: Joy Cho. RIGHT: Her Band-Aid designs make healing a little more fun.

SMART PERSON

Joy Cho

Graphic designer

“Pinterest is my Google now. It’s where I go to find visual things.”

Q You catapulted Oh Joy from a small graphic design studio and blog into a social media phenomenon and six-person company. How do you inspire your team?

A Communication and celebration. I make sure they know they are valuable to me. I convey simple thank-yous for a job well done and always make a big deal about birthdays and work anniversaries. A few of us will make up a rap about the person. It’s so cheesy, because I don’t know how to rap, but it’s not about that—it’s about celebrating them.

Q How do you make time to replenish your own energy and creativity?

A I’m working on that constantly. I read a little, but sometimes you just need your

brain to not work so hard. An hour or so of reality TV is nice decompression for me. So is time with friends. It’s important to make time for personal connections outside of your professional role.

Q In addition to your job, you have a husband and two kids—and you’re overseeing construction on a new home in Los Angeles. What’s your secret for coping with stress?

A When stress is at its worst, I change the scenery to change my mood. If it’s work related, I walk away from the computer. If my kids are all over the place, I take deep breaths and go into another room. Also, ice cream never hurts anything.

—LEANNE JONES

About Joy

Joy Cho owns the world’s most popular Pinterest account, with 13 million followers. The founder of life-style brand Oh Joy, she has designed wallpaper, baby moccasins, and dog collars—plus a Target line of home decor. Her website offers daily design ideas and how-tos.