

## EXPERIENCE

### Senior Designer/Brand Compliance Specialist

Craft WW – a McCann Worldwide company, New York, NY  
June 2021 - present

- Performed brand compliance check on all digital, broadcast and print deliverables for the U.S. Bank creative team at McCann
- Reviewed and critiqued a monthly average of 30 to 40 digital and print files and 16 to 20 design presentations for U.S. Bank, a McCann client
- Created the procedure and checklists to assure compliance with U.S. Bank Brand Guidelines
- Developed an Onboarding process to introduce and familiarize the U.S. Bank team at McCann (account, copy, creative and project management) with the brand design system. This onboarding process was presented at quarterly intervals, or as needed, and involved beginner and advanced levels
- Trained staff of 5 to perform compliance checks
- Initiated and maintained direct contact with the U.S. Bank Corporate Branding Team for periodic updates and guidance on design issues
- Developed design concepts and solutions based on creative briefs and clients' business strategy
- Kept the client facing teams at McCann apprised of any updates to U.S. Bank brand representation
- Assisted in creating full campaign launches, branding redesigns, print collateral, website facelifts, traffic drivers, tradeshow displays and outdoor concepts.
- Accounts worked on include: U.S. Bank, Verizon, Lockheed Martin, State Street Global Advisors (SSGA), L'Oréal, Cigna, MGM Casino, and Valero, among others

### Designer UX | Creative Freelance

New York, NY  
May 2018 - June 2021

Worked on a UX Design study of a local Public Radio/TV website (NWPB.org). Creative Consultant on a variety of projects providing insights on concepts, design and UX related issues. Worked with Minds & Assembly, NY, Eight Elephants, Singapore; and Gritman Medical Center, Moscow, ID.

### Senior Designer/Print, Digital and Interactive

Cline Davis & Mann | Link9, New York, NY  
Oct. 2008 - Apr. 2018

- Lead designer on over 20+ launches, seeing projects through from initiation to release
- Worked on pitch team landing 75% of proposals pitched for new business
- Responsible for building designs for clients, worked collaboratively with account and design team to resolve design issues, stayed connected with account and project management to ensure project deadlines were met, and quality checked print as well as digital projects to guarantee they meet correct specifications
- Assisted in creating full campaign launches, branding redesigns, print collateral, website facelifts, traffic drivers, tradeshow displays and outdoor concepts
- Accounts include Lipitor, Viagra, Sensipar, Celebrex, Humira, Abilify, and Aimovig, among others

### Art Director/Designer Freelance

New York, Singapore, Jakarta  
Oct. 2006 - Sep. 2008

- Art directed and designed editorial pages for Smart Money Magazine, New York
- Designed broadcast and digital collateral materials for the A&E TV Network, New York
- Art directed and designed a book commemorating the diplomatic relationship of the Philippine Embassy and the Singapore Government. Conducted extensive photo research at the Singapore National Archives, Agence France Presse (AFP) and Associated Press (AP) in Singapore. Supervised color and print production
- Marketed, art directed, designed annual reports for public-listed companies in Indonesia which include bottled water manufacturer PT AQUA; PT Multi Bintang (maker of Bintang Beer); and the largest paper manufacturer in the world, Asia Pulp & Paper (APP). Supervised photography, color and print production
- Other clients include: JP Morgan Chase Private Banking, Metlife, DDB Health, and Cline Davis & Mann

### Senior Art Director/Designer

INC Design, New York, NY  
Feb. 2005 - Sep. 2006

- Spearheaded multiple corporate annual report accounts where I directly advised, partnered, and sold ideas to clients. Lead, managed, and tag-teamed with copywriters, illustrators, and photographers. Directed photo-shoots and supervised print production
- Clients: include Aramark, American Tobacco, Cendant, Impath, and Steve Madden, among others.

## TOOLS

Indesign CC  
Photoshop CC  
Illustrator CC  
Figma  
Sketch  
Microsoft Suite

## SKILLS

### Art & Visual Design:

Responsive websites  
Desktop and mobile emails  
Tablet apps  
Digital banners  
Interactive PDFs

### Print Production

Press checks

### Photo and illustration direction

### UX/UI Design:

User Interviews  
Data Synthesis  
Persona Generation  
Heuristic Analysis  
Comparative Analysis  
Information Architecture  
User Flows  
Site Map  
Wireframing  
Prototyping  
Usability Testing

## EDUCATION

### ArtCenter College of Design

Pasadena, CA  
BFA Graphic & Packaging Design  
(Honors)

### National University of Singapore

Singapore  
BA Sociology & Political Science

### General Assembly

New York, NY  
User Experience Design