



Objective

Highly motivated divergent thinker seeking an Art Direction position.

Work experience

Omnicom Production LLC

February 2022 – Present

Art Director

I collaborate with creative leadership, account, strategy, and project management teams to develop and execute integrated marketing content for a global automotive client. I lead creative across video, print, digital, web, and presentation assets, presenting and pitching concepts to internal and external stakeholders. I own projects from concept through delivery, ensuring work meets brand guidelines, timelines, and budget while supporting business and strategic objectives.

MerchSource, LLC

November 2019 – February 2022

Graphic Designer

My role involved overseeing design projects from conceptualization to completion. I collaborated with Marketing Managers and Product Managers to produce market driven strategies to drive the design. I develop visual direction for consumer goods product packaging. I art directed photoshoots and work closely with on staff and external photographers to produce packaging assets and marketing content. My efforts along with the inhouse design team and sales managers has led to the company's largest sale on a single product SKU.

UCI Health

November 2017 – November 2019

Graphic Designer

As part of the UCI Health communications team I worked alongside the Creative Services Manager, Account Managers, Marketing Executive Director, Assistant Director, and Senior Designer. Together we develop and implement innovative strategies to educate and engage patients and medical providers. Alongside the Creative Services Manager and Senior Designer, we created video and photo content that increased UCI Health's social media and blog following. My weekly workload consisted of print design, event photography, video and photo editing, motion graphics, illustration, and HTML marketing emails.

California State University, Office of the Chancellors

October 2016 – August 2017

Student Assistant, Graphic Design

I supported the communications and public affairs departments in the design and development of web and print materials. Conducted maintenance on internal CSU brand assets and worked in collaboration with the in-house design team to commence the conceptualization of the CSU rebranding initiative.



ANDLAB Inc.
Freelance Web / Graphic Designer

November 2015 – August 2016

Assisted with the strategizing of ANDLAB.com and executed the re-launch of ANDLAB.com. Assisted with print and web material for exhibition openings and performed maintenance of andlab.com and sunookpark.com. This led to the end of a five-year hiatus of art exhibitions at ANDLAB Inc.

Rip Curl
Graphic Design Intern

September 2015 – November 2015

Worked alongside marketing and print departments to design and produce marketing material to be used in all of Rip Curl's North American retail locations. Assisted photographer with product photo shoots and editing. All efforts led to the creation of Rip Curl's Fall 2016 product catalog.

Education

California State University Long Beach
Bachelors of Fine Art (BFA) / Graphic Design

May 2017

References

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