

Alvin Ho Young, Interactive Creative Direction

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WORK EXPERIENCE

Digitas, Freelance Lead Creative 02.2011//11.2011

Primary art creative lead for online OPEN communications. Hands-on work included site design for both advertising and UX projects as well as OLA, DM and brand management.

Gust.com(Angelsoft.net), Creative Director 11.2011//2.2011

Created new identity and site design for Angelsoft.net, an angel investment deal management site. In addition to naming and visual design, also collaborated with technology and information architects to develop new content for September 2011 site re-launch.

CDMi Connect, Freelance Senior Art Director 9.2010//11.2010

Redesigned Lyrica.com to create a more emotive, easy to navigate and iPad-friendly experience. Worked closely with senior leadership to evolve brand identity into new design specifications. Also made design revisions the Lipitor site on Pfizer for Professionals site.

Digitas, Freelance Lead Creative 10.2009//8.2010

Led various online engagements for Samsung, most notably redesigning Samsung.com; responsibilities included site design, content creation and writing guidelines documentation. Also created an OLA campaign for Samsung's premium Home Appliances and oversaw photography for 2010 products.

Saatchi & Saatchi Wellness, Senior Art Director 05.2008//09.2009

Led the development of the agency's emerging interactive capabilities. Responsibilities included managing creatives (both art and copy), client relationship management and evolving the agency workflow to include interactive-specific processes. Clients include Durex, sanofi-aventis, Acorda Therapeutics, Astra-Zeneca and Novartis.

Digitas, Art Director 06.2006//05.2008

Created campaign promotions for American Express, such as Going Once, My Wishlist and Choice Getaways. Projects engaged both print and interactive channels, and usually required creating supplemental online tools and documentation. Other clients included IBM, Samsung and the New York Times.

Freelance Art Director 11.2004//06.2006

Diversified my capabilities at the following New York agencies: OgilvyOne (Unilever Foods; product sites), Wunderman (Microsoft; online banners & mailers, Hewlett-Packard; product catalogs), DraftFCB (Hewlett-Packard; rich media banners).

Grey Direct, Art Director 01.2004//11.2004

Created consumer-facing projects from mailers to HTML emails to Flash microsites. Supervised copywriters and freelance designers while driving presentations with clients. The primary client was Adobe Systems.

Tekserve, Creative Director 02.2003//01.2004

Branded, designed and implemented tekserve.com, a website that introduces all of Tekserve's capabilities, while maintaining a distinct identity derivative of the store culture. Also supervised ongoing site design and maintenance.

Quidnunc, Senior Designer 04.2000//03.2001

Conceptualized and designed interactive sites, identities and banners. Projects employed the use of Scenario Modeling, an approach that pioneered using User Behavior, Pathing and Analytics to inform the core strategy. Clients included ClubMom, Brandfever, MTV and Marketboy.

Landor Associates, Senior Designer 10.1999//03.2000

Designed corporate identity systems for clients such as Philip Morris, Procter & Gamble, Circuit City, Delta Airlines and URS Corp. Applied such systems to applications ranging from stationery, collateral and website design.

Interbrand, Graphic Designer 02.1999//09.1999

Developed an extranet website for the brand redesign of USAA, a worldwide insurance & financial services corporation. Created and managed site implementation – also generated global design guidelines for USAA's collateral materials.

Rigsby Design, Graphic Designer 06.1995//08.1996

Designed and produced annual reports, corporate identity systems and collateral for various clients including Earth Tech, Simpson Paper and Tyco. Oversaw design and final production of the Graphis Annual Reports 5 book. The volume was unveiled at the Mead Annual Report Show 1996, for which, I also developed signage and managed the event.

EDUCATION

Pratt Institute, Brooklyn, New York · BFA Communications Design

Art Institute of Houston, Houston, Texas · AFA Graphic Design

SKILLS

Proficient in design applications such as Photoshop, Illustrator, Flash, Dreamweaver and InDesign, QuarkXPress and Microsoft Office. Additional skills include storyboarding/sketching, illustration and copywriting. I've also worked in theatre as a Stage Manager and sometimes, a player.