

ART DIRECTOR

Creative professional with record of success developing unique brand identities, user experiences, and marketing strategies that increase traffic, sales, and profitability. Collaborate with all organizational levels to implement strategic, multimedia advertising plans appealing to new and existing audiences. Natural leader who inspires team members to develop their professional skills and push their creative boundaries. Excellent communicator with skills in conversational Japanese and Spanish.

KEY SKILLS

- Sketching
- Photography
- Brand Identity & Design
- Campaign Management
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Graphic & Fine Arts
- Videography
- Strategic Marketing
- Team Training & Leadership
- Google Analytics

PROFESSIONAL EXPERIENCE

MEDIDATA

Communications Designer

08.2020 - 04.2021

Los Angeles, CA

- Designed patient-centric brand personality and visual identity for virtual clinical trial platform (myMedidata) in collaboration with patient advocate team.
- Developed script template and modular production system to produce animated videos.
 - Decreased production time from 6 weeks to 1 week.
- Created advertising campaign promoting clinical research for chronic pancreatitis patients as volunteer for Medidata Social Innovations Lab and Mission: Cure.
 - Contributed to multifaceted campaign, including video testimonials from patients and static image campaign for social media and Google marketing.

SCIENCE 37

Art Director

01.2017 - 08.2020

Playa Vista, CA

- Designed contemporary brand identity system synthesizing personality, professionalism, and excitement for clinical research and technology field.
- Provided creative oversight for all corporate marketing materials, including presentations, advertisements, clinical trial recruitment, training, and education.
 - Secured multiple rounds of funding for Series C (\$29M) and Series D (\$40M).
- Constructed UI and UX interfaces for web-based and mobile app (NORA).
- Directed video production for advertisements, training, and community outreach programs.
- Streamlined presentation deck and training documents for patients, clinical research coordinators, primary investigators, and nurses using Adobe Suite, Google Slides, and PowerPoint.
- Generated trial-specific recruitment campaigns for research studies.
 - Enabled 50% faster patient recruitment than other sides within the same trial.
 - Promoted inclusion with 41% more diverse patient pool.
 - Achieved 87% patient trial retention rate.

MTM SPECIAL OPS WATCH

Creative Director

02.2016 - 01.2017

Los Angeles, CA

- Established brand design language across digital and print mediums.
- Increased engagement 51%, boosted sales, and targeted younger audience via website rebranding, print/digital advertising campaigns, and social media (Instagram, Twitter, and Facebook).
- Led 5-person team of marketers, product developers, and graphic designers to manage website redesign, social media updates, and advertising campaigns.

FREELANCE

Marketing, Art Direction & Consultation Professional

10.2013 - 02.2016

Culver City, CA

- Directed production of marketing/promotional materials for fashion, home furnishings, and biomedical industries.
- Consulted with businesses to develop marketing strategies and brand identities.
- Created original artwork and publications within physical and digital mediums using Adobe Creative Suite.
- Directed remote and onsite marketing and design teams of 3-5 members.

ULTIMATE BRAND MANAGEMENT

Art Director

02.2012 - 10.2013

Los Angeles, CA

- Led team of 3 designers to create, promote, and market multiple fashion lines, specializing in streetwear, denim, and athletic clothing.
- Facilitated weekly employee classes to enhance Photoshop and Illustrator skills.
- Grew business from 1 brand to 5 unique branders.

DOCTRINE APPAREL

Creative Director

02.2010 - 02.2012

Los Angeles, CA

- Directed production of marketing and promotional materials.
- Designed original artwork and outerwear for men's streetwear and fashion line.
- Managed printing and manufacturing production with local and international vendors.
- Produced and oversaw fashion shows and celebrity-branded events.

Prior fashion designer experience at Johnny Was in Los Angeles, CA.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts (BA) in Anthropology

Minors in Human Complex Systems and Japanese/Asian Humanities.

- Studied abroad 1 semester at University of Copenhagen.