

NATASHA CHIO YGSI

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◆ DEUTSCH LA | 2024 - PRESENT *associate creative director*

Led Taco Bell's 60th anniversary 360-degree campaign, creating social assets, film, a digital quiz, app takeover, and launch activation. I also served as creative lead on the successful Value Luxe Box campaign, managing timelines and exceeding client expectations through strong collaboration with account and production teams.

Brand: Taco Bell

◆ FCB CHICAGO | 2021 - 2024 *associate creative director (2022), sr. art director (2021)*

I led the development of Hidden Valley Ranch's new creative platform, focusing on authentically engaging Gen Z. Through that platform, I directed the brand's refreshed visual identity and set the creative POV for the HVRxHVR: Double Ranch activation, recognized by The Clios, One Show, and Cannes Lions. I also established Fresh Step Cat Litter's new creative platform - refocusing it as a relationship-first brand and positioning it as a challenger to stinky litter.

Brands: Hidden Valley Ranch, Fresh Step, Glad, Clorox

◆ VML KANSAS CITY + SEATTLE | 2018 - 2021 *senior art director (2020), art director (2018)*

I helped establish Oculus's social voice with creative, strategically low-cost content. And during COVID-19, I led DICK'S Sporting Goods' early TikTok efforts, using Gen Z insights to position the brand as a top destination for sneakerheads and athleisure fans.

Brands: Meta Quest (Oculus), DICK'S Sporting Goods, Dannon, BASF

◆ BERNSTEIN-REIN | 2016 - 2018 *art director*

I created and curated content across print, digital, and social, collaborating with Social Media and Experiential teams to ensure cohesive design from screen to street. I refined my UI/UX skills and art directed digital and broadcast productions.

Brands: McDonald's, Gold's Gym, Discover, Samsung

◆ WE ARE ALEXANDER (GROUP360 WW) | 2015 - 2016 *junior art director*

I developed hyper-local, direct-to-consumer experiences for Anheuser-Busch, supporting major national and international campaigns. Specializing in e-commerce messaging, I gained a digital-first perspective that continues to shape my work.

Brands: Bud Light, Budweiser, Stella Artois, Michelob Ultra

◆ RECOGNITION + AWARDS

2024 Bronze Cannes Lion (HVRxHVR: Double Ranch)
2024 Gold One Show, Experiential and Promotion (HVRxHVR: Double Ranch)
2024 Bronze Clio (HVRxHVR: Double Ranch)
2018 Bronze Health Clio for Disease Awareness - Print (First Call)
2018 Lürzer's Int'l Archive Campaign Feature (First Call)

associate creative director designer, illustrator

I'm a passionate problem-solver and a true enthusiast of life's creative challenges. I believe in the transformative power of art and storytelling to connect and inspire.

As a proud Asian American creative, I champion diversity—both behind and in front of the camera—while pushing for meaningful representation and challenging what's considered 'comfortable.'

And as an Associate Creative Director, I'm always in pursuit of my next big idea, fueled by travel, fresh perspectives, and the endless possibilities that come with exploring new innovations.

education

University of Missouri
Bachelor of Journalism,
Advertising - Art Direction
Graduated 2015

bonus experience

Voice over pro
(Cannes Grand Prix case study certified!)
Uni. Advertising Program Mentor
Office baked goods provider
Seasoned in creating +
Presenting for new biz pitches

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