

NATASHA CHIO YGSI



SENIOR • CREATIVE • DESIGNER • ILLUSTRATOR • FIBRE/TEXTILE ARTIST

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Multidisciplinary creative with over 10 years' experience. My work centres on building social-first ideas and immersive stories that evoke genuine connection. I'm drawn to culturally resonant creative that feels human, current and rooted in real life.

Growing up Asian-American in rural America, and spending most of my adult life travelling, has shaped how I approach my work. I thrive when stepping into unfamiliar contexts, building connections quickly, and translating those experiences into relevant, grounded creative.

My work has been recognised by several major industry awards and publications including *Cannes Lions*, *The Clios*, and *Lürzer's International Archive*.

EXPERIENCE + RELEVANT WORK

**Associate Creative
Director, Digitas Health**
APRIL 2025 to JAN 2026

- Worked across dermatology brands within the US pharmaceutical space, contributing to emotionally sensitive creative development while navigating regulatory constraints.
- Gained experience engaging with patient perspectives around conditions such as vitiligo, eczema and alopecia, deepening my understanding of how health, identity and confidence intersect in regulated communications.

**Associate Creative
Director, Deutsch LA**
MAY 2024 to APRIL 2025

- Led creative development for Taco Bell, delivering social, film, interactive digital and in-app work across nostalgia-led and value-focused campaigns.
- Oversaw the evolution of the Value Luxe Box platform, shaping culturally relevant creative for a globally recognised brand during a cost-conscious economic climate.

**Associate Creative
Director, FCB**
JAN 2021 to MAY 2024

- Led creative direction for Hidden Valley Ranch's brand refresh, delivering a cohesive visual system across social, digital and experiential platforms.
- **HVRxHVR: Double Ranch Activation**, recognised with a 2024 Bronze Cannes Lion, Gold One Show (Experiential + Promotion), and Bronze Clio.

Sr. Art Director, VML
FEB 2018 to JAN 2021

- Led DICK'S Sporting Goods' TikTok launch, helping position the brand as an early and credible presence on the platform for Gen Z audiences.
- **First Call (Print + OOH)** recognised with a 2018 Bronze Health Clio for Disease Awareness (Print) and featured in *Lürzer's International Archive*.

EDUCATION

Bachelor of Journalism, Art Direction
University of Missouri | 2015