

NATASHA CHIO YGSI

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FCB CHICAGO | 2022 - PRESENT

ASSOCIATE CREATIVE DIRECTOR (2023), SR. ART DIRECTOR (2022)

With a specific investment in connecting with Gen Z, I helped spearhead the creation of Hidden Valley Ranch's newest creative platform & brand strategy. I personally oversaw and styled the overhaul of the creative direction surrounding the brand's visual communication and design. Along with my partner, we led the conception, creation and planning for HVR's 2023 Super Bowl activation in Buffalo, NY.

Brands: Hidden Valley Ranch, Groupon, Glad, Clorox

VML KANSAS CITY + SEATTLE | 2018 - 2022

SENIOR ART DIRECTOR (2020), ART DIRECTOR (2018)

Utilizing my background in social, I crafted and helped establish the social voice and presence for Oculus. With limited budgets & timelines, I worked nimbly to create organic content for the brand's social channels. And with the emergence of COVID-19 and the rise of TikTok, I helped lead the DICK'S Sporting Goods team to become one of the first brands to launch on the platform utilizing native tactics based on Gen Z insights. Through this we breathed new life into the retailer to help them become a premiere destination for sneakerheads and fashion-forward athelshire.

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

BERNSTEIN-REIN | 2016 - 2018

ART DIRECTOR

Created and curated content for print, digital, and social. I worked closely with the Social Media & Experiential teams to ensure each project was purposefully designed from the screen to the street. I honed my skills in UI / UX development and had the opportunity to art direct productions for both digital and broadcast.

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

WE ARE ALEXANDER (GROUP360 WW) | 2015 - 2016

JUNIOR ART DIRECTOR

Crafted hyper-local & direct-to-consumer experiences across Anheuser-Busch brands, supporting several high profile national & international campaigns. I learned and specialized in creating clever and effective messaging in the rapidly growing e-commerce space. Through this I became well-versed in concepting with a digital audience in mind - a POV I have carried with me through the rest of my career.

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

RECOGNITION + AWARDS

2018 Bronze Health Clio for Disease Awareness - Print (First Call)
2018 Lürzer's Int'l Archive Campaign Feature (First Call)
2017 Local Philly Award for Short form video (Veterans Community Project.)



**associate creative director
designer, illustrator**

I'm a lover of life and relish in solving a good problem. I believe in the power of art and storytelling.

As a proud Asian American creative I'm a champion of diversity (behind and in front of the camera), good intentions, and challenging what's 'comfortable'.

As an ACD I'm constantly chasing the high of my next big idea, travel as inspiration, and the possibilities in understanding 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
Known to bring baked goods to the office
Seasoned in creating +
Presenting for new biz pitches

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