

NATASHA CHIO YGSI



SENIOR

CREATIVE

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DESIGNER

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ILLUSTRATOR

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NATASHAYGSI.COM

Multidisciplinary creative with over 10 years' experience. My work centers 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 the Midwest suburbs, and spending most of my adult life traveling has shaped how I approach my work. I thrive when stepping into unfamiliar contexts, building connections quickly, and translating those experiences into creative that feels relevant and authentic to the audiences I'm speaking to.

My work has been recognized 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 recognized 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**, recognized 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)** recognized 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