

● **2020 - PRESENT**
VMLY&R WEST
SENIOR ART DIRECTOR

Helped craft the social voice and presence for Oculus. I also helped to guide the junior and mid-level teams in concepting and content creation.

BRAND: Oculus by Facebook

● **2018 - 2020**
VMLY&R KC
ART DIRECTOR

Concepted, and helped mold 360 degree campaigns for several PepsiCo brands. Working with DICK'S Sporting Goods we helped them become a premiere destination for sneakerheads and athletsuire. Through advocating for my work, I've developed confidence in interacting with clients and presenting in new business pitches.

BRANDS: Propel Water, Tropicana, Brisk, DICK'S Sporting Goods, Dannon

● **2016 - 2018**
BERNSTEIN-REIN
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

● **2015 - 2016**
WE ARE ALEXANDER (GROUP360 WW)
JUNIOR ART DIRECTOR

Crafted hyper-local & direct-to-consumer experiences across several Anheuser-Busch brands. I specialized in putting together e-commerce strategies through social and digital. Helping craft A-B's presence on platforms like Postmates and Minibar.

BRANDS: Bud Light, Budweiser, Stella Artois, Michelob Ultra, Shock Top

● **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.)

● **BONUS**

Former AAF committee mVoice over pro
Known to bring random baked goods to the office
Experience in presenting for new biz



ART DIRECTOR
DESIGNER
ILLUSTRATOR

I'm a lover of life and relish in solving a good problem. I believe in the power of art and words. As a proud Asian American creative, I'm a champion of diversity (behind and in front of the camera), good intentions and a good night's sleep. As an Art Director I'm constantly chasing the high of the next new idea and the wonder of new innovations.

EDUCATION
UNIVERSITY OF MISSOURI

Bachelor of Journalism,
Strategic Communications
- Art Direction
Graduated 2015