

CHRISTOPHER CHU // Art Director & Designer

Experienced professional with solid success directing editorial, marketing, and web-based-creative projects as consultant and on-staff expert for businesses and agencies. Extensive background in digital space. Strong ability to translate business requirements into effective marketing campaigns. Demonstrated skills in managing projects from idea to completion while maintaining schedules and budgets. Well-versed in new technology and innovative processes while meeting client standards. Highly adept at building and leading designers and front-end/back-end coders who meet and exceed design goals and standards.

Areas of Emphasis

- Full Life Cycle Project Management
- Cutting-Edge Graphic Design
- Web Usability Best Practices
- User Experience/User interface Design
- Team Building and Leadership
- Illustrations and Motion Graphics
- Animation and Video Editing
- Responsive Design/Brand Development
- Cost Control / Budget Administration
- Staff Training and Development



Skill Set

- Mastery of **Adobe CC** (Illustrator, Photoshop, InDesign, After Effects, Premiere, Dreamweaver)
- **UI/UX** expertise, wireframes and prototypes: **Sketch, Axure**
- A/B, Heat Mapping, User Testing
- Information Architecture (IA)
- Online Development Project Management
- Motion Graphics and Video Editing
- Extensive **WordPress** experience.
- Fundamentals of HTML, CSS, and JS



Professional Experience

2007 - 2017 OC ONLINE - NEW YORK, NY | CORPORATE ART DIRECTOR

Oversaw all aspects of broad array visual and conceptual projects for growing Internet startup focused on proprietary CMS platform serving high-end jewelry and watch industry. Supervised six-member art and internal development staff related to UI/UX tasks for content management system platform and Hint Whisper website. Directed client consumer brand and retail website development and improvement trafficking project and communication between business management group and internal development teams. Processed invoices for outside contractors. Administered server accounts including producing new applications and combining of staging environments plus design and formation of brand education modules for OPT platform. Designed consumer facing authorized brand content iframe modules. Prepared print marketing collateral and signage for annual trade shows and web banners for promotional initiatives.

Selected Achievements:

- Led creative branding and user experience initiative for Hint & Whisper online engagement wish list website and initial consumer-focused e-com venture.
- Produced motion graphics animation for Hint & Whisper promotional campaigns.
- Devised email templates and client consumer websites (Scott Kay, Davidson & Licht, Armenta, Mastoloni, Kwiat, Fred Leighton, etc.)
- Established UX design as first stage of all web and mobile application developments deploying user-centered design (UCD) approach.
- Revamped company web site to maximize user experience resulting in increased visits and decreased page-abandonment rate by 16%.
- Managed UX overhaul of various client WordPress websites (Kwiat, Gurhan, Precision Set, Memoire IB Goodman) to raise visit-to-order ratios by up to 20%.
- Established and managed company's first online video help center
- Collaborated with Hint & Whisper marketing team to develop CJM email campaigns improving customer engagement after signup.
- Built and launched jewelry and watch catalog image processing system proprietary content management system.
- Instituted wireframe and prototype usage to raise efficiency of development for Internal B2B CMS UI/UX enhancing usage and retention of client base.

Professional Experience - Continued

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Professional Experience - Continued

2007 ZUSHI MEDIA | ART DIRECTOR

Handled art, illustration, photo retouching, image manipulation, video editing, and motion graphics for clients including Kwiat Diamonds, Mikimoto Pearls, St. Mary's Children's Hospital, Fathom Communications, and Novation.

Selected Achievements:

- Produced Mikimoto Pearl Commercial videos for B2B marketing.
- Created promotional key artwork and posters for Hasbro toys.

2001 - 2007 AIR AGE MEDIA | MARKETING ART DIRECTOR

Managed marketing and editorial art projects for media publishing company serving radio control hobby and aviation industry. Developed, designed, and completed ads, direct mail, email, logos, and signage for eight publications, plus websites, special issues, books, live events, and DVDs. Prepared and delivered corporate branding materials. Created promotional and editorial flash content and digital video. Served staff illustrator for classic and digital media. Handled Photoshop retouching and image manipulation. Provided layout for all printed publications. Oversaw photoshoots for promotional and editorial content. Helped produce DVDs and served as videographer for live events.

Selected Achievements:

- Helped create inaugural RCX-Radio Control Expo branded look logo and marketing.
- Led development of editorial content on DVD.



Education

PRATT MANHATTAN

Certificate Program - Digital Illustration/Animation

BOSTON COLLEGE

Bachelors Degree - in Philosophy and Studio Art