



ART DIRECTOR

XAW YANG

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WORK EXPERIENCE

3Q/DEPT

ART DIRECTOR | 03/23 - 10/23

ASSOCIATE ART DIRECTOR | 03/22 - 03/23

- Maintain client's brand identity through art direction.
- Create concepts for social/web video content work for global audience.
- Direct motion and studio artist in creative development.
- Oversee productions from video to photo and approving talent/wardrobe.
- Collaborate with vendors during production.
- Test and use best practices for brand and marketing growth through design.
- Present creative campaign concepts to client.
- Design the look and feel of campaigns through visuals, type, and layout.

FCB CHICAGO

ART DIRECTOR | CHICAGO, IL | 10/21 - 03/22

- Work on multiple brands and produce effective creative advertising concepts.
- Collaborator and create with multiple team members of 10+.
- Create creative for emails and in store products.
- Provide rebranding solutions for brands.
- Direct video and photo shoots.

ASSOCIATE ART DIRECTOR | CHICAGO, IL | 04/21 - 10/21

- Create narratives that solve client problems through understanding relevant trends and current events. Direct video and photo shoots.
- Create post production edits. Develop retail print promotions and out of home assets.

MAC ARTIST | CHICAGO, IL | 06/20 - 04/21

- Develop creative solutions and concepts to advertising with Art Directors and Copywriters, from the ideation phase through final release.
- Organize and deliver the creative assets needed by other departments.

EDUCATION

COLLEGE FOR CREATIVE STUDIES

DETROIT | BFA | 2020

AWARDS

THE ONE CLUB YOUNG ONES

2020 | SILVER PENCIL

Client - Burger King

Title - BK Firefight/Mobile Campaign

AMERICAN ADVERTISING FEDERATION GREATER FLINT AMERICAN ADVERTISING AWARD

2020 | SILVER ADDY

Client - Go Gurt

Title - It's Go Time

SKILLS

ADOBE CC SUITE

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- AFTER EFFECTS
- PREMIERE PRO
- XD

PHOTOGRAPHY

CINEMATOGRAPHY

MOTION GRAPHICS

CONTENT CREATION

PROFESSIONAL HYPE MAN

RUNNING

DANCING

BEING A FRIEND

POSITIVE SUPPORT