

PROFILE

An accomplished Orange County-based designer who creates powerful branding and visual experiences. With a decade of experience in the marketing, branding & advertising industry, bringing a clean and sophisticated aesthetic to life, as well as a highly focused approach to use design to express a brand's core values.

Brand & Visual Identity Development

Deep understanding of branding, visual identity, and look & feel development. Launched many major branding campaigns.

Creative & Art Direction

Strong sense in creative and art direction that aligns with brand's core strategy across different projects and platforms.

Franchise Marketing Expertise

Decade-long experience in the franchise industry. Partnered with decision-makers and leaders of brands in creating long-term marketing plans. Driven many brands to success resulted in rapid expansion and high-profile mergers and buyouts.

Ideation & Conceptual Thinking

Strong thought leader in idea generation and a high-level conceptual thinker... to use the term "problem solver" is without cliché.

EDUCATION

BA, Art (Graphic Design) 2005
Cal Poly, Pomona5

SKILLS

Advertising, Art Direction, Brand Strategy, Branding And Visual Identity, Creative Direction, Design, Digital Marketing, Direct Mail, Web Design, UI/UX

EXPERIENCE

Idea Hall

Senior Designer 2015 – Present

A fully integrated marketing agency combines branding, advertising, PR and video-content creation to service the marketing need for many businesses.

As senior designer of my team, I led the creative effort for some of the major clients of the agency. Applications start from development of brand strategy, look & feel, and corporate guideline, which then further expand applications to print, ads, digital, video content and more.

Notable clients:

- Swinerton Builders
- CU Direct
- The Irvine Company
- Bixby Land Company
- Chapman University/ MUSCO Center

Post-Agency Advertising

Designer 2005 – 2015

An outside-the-box boutique agency specializes in partnering with young "challenger" brands to go against the *Goliaths* of their industries.

The agency's unique work structure allowed me to work closely with the client along with their long-term branding/ marketing strategy. As lead designer, I was in charged to handle multiple aspects of creative projects with minimal supervision, as well as handle the creative studio's day-to-day operations.

Notable clients:

- Yogurtland
- zPizza
- Diedrich Coffee
- Gloria Jean's Coffee
- Coffee People
- Keurig "K-cup"
- Kia Motors
- Pressed Juicery
- Ruby's Diner
- Del Taco