h DESIGN

Freddy Ho

626.478.8212 | freddyclho@yahoo.com

freddyhodesign.com

Senior-level art director and visual designer specializing in branding and creating effective visual identities for businesses across various industries.

Skilled at providing administrative and creative leadership, advancing business objectives while fostering artistic direction. Proven history of success in developing cohesive marketing strategies and advertising campaigns. Strong leadership acumen; experienced with leading and mentoring teams. Skilled at promoting client objectives while producing innovative designs. Adept at producing multimedia and video content, supporting content development and storyboarding. Excellent communication skills and collaborative ability.

- Brand Development
- Creative Campaign Direction
- Creative Leadership & Team Building

- 360 Marketing Campaign
- UI/UX-focused design
- Project Management & Planning

EXPERIENCE

AuditBoard   Cerritos, California / Remote
Art Director   Jul. 2019 to Present

A cloud-based platform used by over 50% of the Fortune 500 companies for Audit, Risk, ESG, and InfoSec management.

- Led full-scale marketing and design campaigns from concept to completion, including branding, digital ads, events, email, and social media campaigns.
- Provided art direction and mentorship to designers.
- Managed projects and timelines, delegating tasks and workloads effectively among the team.
- Managed and partnered with outside agencies and vendors for various marketing initiatives.
- Participated in quarterly planning for the creative team to ensure alignment with company goals and objectives.
- Proactively identified gaps within the creative team and promoted improvements to enhance team performance.

Bob's Watches   Newport Beach, California
Senior UX/UI Designer   Feb, 2019 to Jul, 2019

A luxury watch reselling e-commerce platform for enthusiasts, Bob's Watches promotes high-end timepieces and lifestyle.

- Led the company's re-platform initiative from a proprietary system to Shopify
- Analyzed and ideated on improving website usability and performance for users' experience
- Created a new UI design system with wireframes, user flows, and prototypes to improve the website's design and functionality

Idea Hall   Costa Mesa, California
Senior Designer   Oct. 2015 to Feb. 2019

Develop and implement comprehensive marketing campaigns. Lead art direction from concept, and design to product for digital, print, and multimedia graphics. Design brand identities and brand-conscious graphics to coordinate visual identity systems across platforms. Manage website

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development, including process flows, wireframes, mockups, prototypes, and UI/UX optimization. Create user-experience design for mobile and the web. Direct multimedia and video content, including motion graphics and animation.

Selected Achievements:

- Assisted in securing a $125K contract after a successful branding campaign for Swinerton
- Created a visual identity system for Ready Capitol, a $500M market cap company for its IPO.

Notable clients:

- Swinerton
- CU Direct
- Ready Capitol
- The Irvine Company
- Chapman University/MUSCO Center

Post-Agency Advertising

Lead Designer

Santa Ana, California

Nov. 2005 to Aug. 2015

Managed daily studio operations. Designed and produced various creative assets from print, digital, packaging, environmental, and more.

Selected Achievements:

- Won Gold at the 2007 MarCom Awards and the 2007 Davey Awards.
- Client success – helped Yogurtland grow from 25 stores to 300 locations nationwide in 6 years.
- Client success – 4 consecutive years of same-store sales growth for zPizza, including a 23% increase in FY 2011.

Notable clients:

- Yogurtland
- zPizza
- KIA Motors
- Keurig "K-cup"
- Diedrich Coffee
- Gloria Jean's
- Coffee People
- Pressed Juicery
- Juice It Up!
- Ruby's Diner

EDUCATION

Bachelor of Art, Graphic Design   Cal State Polytechnic, Pomona | 2005
UX Research & Strategy Certification   Design Lab | 2018

TECHNICAL PROFICIENCY

Software: Adobe Creative Suite, Figma, Sketch, InVision
Programming: HTML5, CSS
Project Management: Jira, Basecamp, Asana, Workamajig, Monday.com
Email Marketing: Unbounce, Marketo, Mailchimp