h DESIGN

Freddy Ho

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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 and creative direction; experienced with leading and mentoring teams. Adept at producing multimedia and video content, supporting content development and storyboarding. Excel in decision marking, problem solving and collaboration.

- Visual Branding & Development
- Creative Campaign Direction
- Creative Leadership & Team Building
- 360 Marketing Campaign
- UI/UX-focused design
- Project Ownership & Management

EXPERIENCE

Art Director   07/2019 – Present

AuditBoard | Cerritos, California / Remote

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

- Managed end-to-end marketing and design campaigns, including branding, events, website, email, videos, social channels, and other digital assets.
- Orchestrated coordination and collaboration with external agencies to execute a comprehensive brand refresh.
- Spearheaded the design creation of the company's inaugural user conference and continued to lead its organization for subsequent years.
- Expanded the creative team by establishing design processes, creative briefs, project management workflows, and template creations during the initial phases of the startup.
- Proactively identified areas for improvement within the creative team and advocated for enhancements to boost team performance.
- Provided art direction, mentorship to designers & delegating workflow to contractors.
- Collaborate cross-departmentally by holding full creative ownership of the product marketing team.

Senior UX/UI Designer   02/2019 – 07/2019

Bob's Watches | Newport Beach, California

An e-commerce platform focuses on reselling luxury watches for enthusiasts, promoting high-end timepieces and lifestyle.

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

Senior Designer   10/2015 – 02/2019

Idea Hall | Costa Mesa, California

Develop and implement comprehensive marketing campaigns. Lead art direction from concept, and

design to product for digital & print assets, and multimedia graphics. Design brand identities and brand-conscious graphics to coordinate visual identity systems across platforms. Manage website 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. Creative layout design according the color theory & typography.

- 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.

Lead Designer   11/2005 – 08/2015
Post-Agency Advertising | Santa Ana, California

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

- 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.

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, GainSight, Qualtrics