

## INTEGRATED ART DIRECTOR

ACD/Senior art director with experience on all media platforms, including pharmaceutical/healthcare/insurance, financial/banking, CPG and then some. I create visually dynamic solutions for clients to maximize results.

### Experience:

**Consultant**, September 2013 - Present

Developing 360 campaigns for pharmaceutical and health insurance clients.

Agencies: Publicis LifeBrands Medicus, Ogilvy Healthworld, FCB Health, o2kl, Havas Lynx, Geometry Global and Area23.

Clients: Amgen, Anthem Blue Cross Blue Shield, Bayer, Bristol-Myers Squibb, Boehringer Ingelheim, Daiichi Sankyo, MetLife, Novartis, Pfizer, TIAA/CREF, Lilly.

**Therapeutic categories:** Acid Reflux, Allergic Asthma, Atrial Fibrillation, Birth Control, Chronic Hives, Chronic Migraine, Chronic idiopathic constipation, Crohn's Disease, Fecal Incontinence, Hepatitis C, High Blood Pressure, Major Depressive Disorder, Multiple Sclerosis, Oncology, Plaque Psoriasis, Type-2 Diabetes.

**Saatchi & Saatchi Wellness**, February, 2007 – August, 2013

Vice President, Creative Supervisor

Worked with senior leadership to deliver compelling campaigns demonstrating clear visions that tackled brand challenges. Managed and delivered campaigns from concept to completion on multiple accounts. Teamed with art, copy and account groups to implementation of projects. Managed and mentored junior-mid level art directors in their development.

Clients: Abbvie (Humira), Acorda Therapeutics, Inc., Allergan (Botox Migraine), Amylin (Byetta), AstraZeneca (Nexium), Novartis (BPSuccessZone), Salix (Solesta), Sanofi-Aventis (Multaq), Takeda (Amitiza).

- Helped win the BPSuccessZone business. Rebranded the support program and generated over 50% response on their Savings Program.
- Helped win the Multaq business. Developed an integrated marketing campaign for print, web and CRM.
- Developed an award winning CRM program for Byetta, increasing adherence rate by 38%.
- Created patient testimonial videos for Byetta and Botox Migraine accounts. Developed the standards and templates for other brands to follow.
- Created and implemented a new workflow system for the agency, reorganized servers to improve efficiencies and serve growing needs

**Wunderman**, August, 2002 – October, 2006

Associate Creative Director

Management and execution of numerous campaign experiences from concept to completion. Created advertising, direct mail, sales pieces, collateral, and out-of-home. Cultivated strong client relationships ensuring long-term successes. Worked across all creative departments to ensure all deadlines were met. Led a staff of junior and mid-level creatives thru assigned projects.

Clients: Citibank, Conceptus (Essure), DirecWay, Fisher Price, HPSHopping.com, and Philip Morris, Inc.

**Skills:** Photoshop, InDesign, Illustrator, Microsoft Word, PowerPoint, & Quark

**Languages:** Chinese (Cantonese)

**Education:** School of Visual Arts, BFA