

# ami chan

art director & designer

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## Contact

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Brooklyn, NY 11222

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## Selected Client list

Unilever  
Nexxus  
ApotheCARE Essentials  
Shire Eyelove  
Country Crock  
MTV/VH1  
JPMorgan Chase  
Chevron  
AT&T  
Budweiser  
Casio  
Harley Davidson

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## Skills

Well-versed in Adobe Creative  
Art and Creative Direction  
Concept development  
Digital Brand awareness  
Graphic Design  
Typography  
User Experience Design  
Animation

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## Education

The Art Institute of Atlanta  
Bachelor of Fine Arts in  
Multimedia & Web Design  
Graduate Co-Best of Show  
September 2003  
Dean's List

## Profile

Highly motivated, multi-faceted art director with a focus to weave functionality and aesthetics together to develop meaningful brand experiences and stories. Enjoys working with cross-disciplinary teams. Thrives under high-volume demands while always being on the look out for new solutions.

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## Work Experience

### Edelman -- [www.edelman.com](http://www.edelman.com)

#### Senior Art Director / September 2015 - present

Set up a design system and streamline the process for GE site design. As the design lead for the Shire Eyelove social campaign, developed the voice and look/feel for social campaign while ensuring that experiential experience feels cohesive and hitting on all strategic points.

### ENGINE | Moment Studio -- <http://www.momentstudio.com/>

#### Art Director / November 2014 - August 2015

With the main focus in social content and calendars, I ensured quality of all creative output from concept through completion on time & strategy. Oversee a team of designers and initiated brainstorming collaborative sessions. Daily activities included photoshoots and styling. Developed and created sharable content to emotionally engage our target audiences.

### VH1 -- [www.VH1.com](http://www.VH1.com)

#### Art Director / January 2013 - November 2014

While building relationships with multiple divisions, managed and hired a small team of designers to work strategically to achieve VH1 goals. Developed a design system to scale for multiple platforms. Expanded VH1 rebrand by setting the big picture with social & editorial teams. Worked interdepartmentally to help strengthen relationships and improve efficiency.

### MTV/VH1 -- [www.mtv.com](http://www.mtv.com)

#### Senior Designer / September 2011 - December 2013

Developed design system for mobile apps for use across Viacom properties. Partnering with the UX, Product, Producers, Project Management & Development Teams to enforce VH1 brand in an impactful & engaging user experience. Developed meaningful experiences for tent pole award events.

### mcgarrybowen -- [www.mcgarrybowen.com](http://www.mcgarrybowen.com)

#### Art Director / November 2009 - July 2011

Concepted & designed for numerous digital brand experiences for high profile clients. Delivered strategic methods for interactive mediums, such as touchscreen, mobile, & social media while working with copywriters, motion designers & illustrators. Collaborated on pitch ideas.

### Past experiences at 360i, Equifax, Atomic Fusion and TUBE

Roles included design, art direction, concept, digital brand & campaign, CRM creation & development, e-commerce, site redesigns, QA, search engine optimization, photo shoots, print collateral, and motion graphics.