

ami chan

strategy + systems thinking + execution

Contact

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Skills

Design Systems
Visual Frameworks
User Experience Design
Systems Thinking & Scalable Design
Art & Creative Direction
Brand Systems & Digital Identity
Cross-Platform Digital Design
Concept Development
Typography & Visual Craft
Cross-Functional Collaboration

Selected Client List

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

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

Staff designer with 20+ years of experience shaping large-scale digital experiences. Specializes in leading design through ambiguity, applying systems thinking and high craft to evolve mature products—balancing long-term vision with hands-on execution from concept through launch.

Work Experience

AT&T

Lead UX / November 2019 - Present

Collaborated with product owners, strategists, developers, and brand teams to implement iterative design improvements, accelerating testing cycles and enhancing site performance. Spearheaded design reviews and feedback sessions within the testing pod, ensuring alignment with business goals and elevating user experience quality.

Havas Health and You

Art supervisor/ October 2018 - November 2019

Supervised end-to-end strategy and creative development for national and global 360 campaigns, shaping cohesive digital, video, and interactive experiences while reimagining consumer-facing apps and surfaces to drive more engaging, intuitive experiences.

Freelance Digital Creative / May 2018 - October 2018

With Taylor Strategy, shaped digital campaigns for P&G and Diageo with focus on branded content, social media and PR activation events.

Edelman

Senior Art Director / September 2015 - April 2018

Defined and executed the visual system for the Shire Eyelove social campaign, delivering a cohesive digital experience. Oversaw the design system and digital brand launch for ApotheCARE Essentials, establishing a unified visual language across platforms and supporting large-scale campaigns for iRobot, eBay, Xfinity, and Samsung.

DeepFocus

Senior Art Director / November 2014 - September 2015

Ensured high-quality creative output from concept through delivery, balancing strategy and execution. Led and mentored designers, fostered collaborative ideation, and developed engaging, shareable content in partnership with platforms like Facebook and Pinterest.

VH1

Art Director / August 2011 - November 2014

Developed and implemented a cross-platform design system for web and app used across Viacom properties. Led and managed a team of designers to execute strategically against VH1 goals, while maintaining and evolving the VH1 rebrand as it scaled across multiple platforms in close partnership with social and editorial teams.

Additional experience available upon request