

# alvin ho young

integrated art direction · 25-50 30th road, apt 4a · astoria, ny 11102 · 917 561 9865 · alvin@alvinhoyoung.com

## **saatchi & saatchi wellness, senior art director · may 2008 - september 2009**

Lead Interactive Creative for the agency's emerging interactive capabilities. Responsibilities included managing creatives (both art and copy), client relationship management and evolving the agency workflow to include interactive-specific processes. Clients include Durex, sanofi-aventis, Acorda Therapeutics, Astra-Zeneca and Novartis.

## **digitas, art director · july 2006 - may 2008**

Created campaign promotions for American Express, such as Going Once, My Wishlist and Choice Getaways. Projects engaged both print and interactive channels, and usually required creating supplemental online tools and documentation. Other clients included IBM, Samsung and New York Times.

## **freelance art director · november 2004 - june 2006**

Diversified my capabilities at the following New York agencies: OgilvyOne(*Unilever Foods; product sites*), Wunderman (*Microsoft; online banners & mailers, Hewlett-Packard; product catalogs*), DraftFCB(*Hewlett-Packard; rich media banners*).

## **grey direct, art director · january 2004 - november 2004**

Created consumer-facing projects from mailers to HTML emails to Flash microsites. Supervised copywriters and freelance designers while driving presentations with clients. The primary client was Adobe Systems.

## **tekserve, creative director · february 2003 - january 2004**

Branded, designed and implemented tekserve.com, a website that introduces all of Tekserve's capabilities, while maintaining a distinct identity derivative of the store culture. Also supervised ongoing site design and maintenance.

## **quidnunc, senior designer · april 2000 - march 2001**

Conceptualized and designed interactive sites, identities and banners. Projects employed used Scenario Modeling, an approach that pioneered the use of User Behavior, Pathing and Analytics to inform the core strategy. Clients included ClubMom, Brandfever, MTV and Marketboy.

## **landor, senior designer · october 1999 - march 2000**

Designed corporate identity systems for clients such as Philip Morris, Procter & Gamble, Circuit City, Delta Airlines and URS Corp. Applied such systems to applications ranging from stationery, collateral and website design.

## **interbrand, graphic designer · february 1999 - september 1999**

Developed an extranet website for the brand redesign of USAA, a worldwide insurance & financial services corporation. Created and managed site implementation – also generated global design guidelines for USAA's collateral materials.

## **rigsby design, graphic designer · june 1995 - august 1996**

Designed and produced annual reports, corporate identity systems and collateral. Oversaw design and final production of the *Graphis Annual Reports 5* book. The volume was unveiled at the Mead Annual Report Show 1996, for which, I also developed signage and managed the event.

## **education**

Pratt Institute, Brooklyn, New York  
*BFA Communications Design*

Art Institute of Houston, Houston, Texas  
*AFA Graphic Design*

## **skills**

Proficient in design applications such as Photoshop, Illustrator, Flash, Dreamweaver and InDesign, QuarkXPress and Microsoft Office. Additional skills include storyboarding/sketching, illustration and copywriting. I've also worked in theatre as a Stage Manager and sometimes, a player.