

Jay Chang

Portfolio: <http://jmylife.com>

ronejay@gmail.com

Dear Hiring Manager,

Nice to meet you via email and please allow me to share my capabilities with you. I believe you will find my background interesting and I would love to show you my portfolio in person.

For reference, I have spent the past 2 years as the Creative Lead for Philip Morris International. I helped develop the plan and execution for the social content strategy, focused on creating and publishing dynamic, impactful data driven content, and interactive experience. We have significantly increased awareness and engagement for the IQOS brand on Instagram over the last couple of years. In addition to my work on the Social Studio, I also worked as the creative consultant for Data team on many data visualization projects. I have also designed various CEO facing PowerPoint presentations, infographics, and many photography needs for the business internally.

Prior to Philip Morris International, I worked for McDonald's as the Design Lead. I collaborated with cross-functional teams to create and design relevant, original, high-quality contents which are data driven and emotionally engaging. From 2012 to 2013, I was with United Airlines as the Design Lead and was responsible for creating and conceptualizing design updates including website and app wire-frames, prototypes, user interface elements, content treatments, landing page layouts and art direction for photography. I also worked as the creative consultant for Internal Communications.

From 2007 to 2012, I served as the Creative Director for Weber Shandwick. There, I was the Digital Design Lead for the Got Milk? Campaign. Between 2000 and 2007, I was the Digital Art Director at Edelman, where I served as Design Lead on many interactive projects. I worked closely with the management and creative team through all stages of our projects – from conceptualization to development.

I have over 10 years of 4A's agency experience in a variety of practice areas, and the clients that I have worked with include: Philip Morris International, McDonald's, United Airlines, Kraft Foods (Oreo), Nestle, Unilever (Suave, Degree, Dove), Mars (M&M's, Snickers, TWIX), Kellogg's, Hershey's, Burger King, KFC, Barilla America, Starbucks, Manpower, Infiniti, Vtech, Motorola, Microsoft, Harley-Davidson, Hyatt Hotels, Disney, Johnson & Johnson, just to name a few. Please feel free to check out my portfolio site at <http://jmylife.com> and [LinkedIn profile](#).

I would appreciate the opportunity to meet with you to discuss how my capabilities can be beneficial to your clients. Thank you so much, and I look forward to meeting with you soon.

Sincerely,

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Summary:

Professional and dedicated Digital Creative Art Director with 10+ years of experience leading conceptual development and art direction within 4A's creative agency. Develop brand strategies based on qualitative social data analysis and overseeing all visual aspects of compelling brand storytelling. Effectively offering creative development and design solutions on global digital campaigns for international brands.

Hard Skills:

- Data visualization and analysis
- Content strategy and creation
- Digital marketing and advertising
- Up to date with industry trends
- Product photography and hands-on social media campaigns design
- User/eCommerce experience design
- Wireframe and prototype
- Fluent in Adobe CS and working knowledge of video platforms, CSS, HTML

Soft Skills:

- Strategic thinking and creative brand storytelling
- Critical observation and creative problem solving with innovative mindset
- Adaptability and flexibility
- Empathy communication
- Good sense of humor
- Business ethics and honesty
- Self-starting attitude

Work experience:

Creative Lead – Social Studio

Philip Morris International, Lausanne, Switzerland

July 2018 – Present, 2 yrs 1 mos

- Social data analysis within Sprinklr display environment and create compelling storytelling content for PMI worldwide, across web, mobile, store, and events. Using best practice UI design and data visualization
- Transform statistical data into visual graphics and diagrams, making complex ideas more accessible and easier to communicate
- Act as a strategic partner to Consumer team, advising and supporting team to bring data and insights to life in meaningful ways for internal PMI colleagues
- Social data-driven content marketing strategy and planning
- Visual design support for multiple PMI teams

Design Lead – Global Social Media

McDonald's, Chicago, IL, USA

Sept 2015 – June 2018, 2 yrs 10 mos

- Develop the plan and execution for the corporate social media strategy
- Create and design content editorial calendars and publishing of relevant, original, high-quality content
- Identify and improve strategic development aspects that would improve content
- Building brand awareness and increased organic user engagement over 200% YOY
- Visual design and responsive website design

Design Lead

SapientRazorfish, Chicago, IL, USA

Jan 2014 – Sep 2015, 1 yr 9 mos

- Create shots and design dynamic, impactful content for social media and evolve ongoing processes
- Collaborate with cross-functional teams to create best in class content and strategies across multiple social and digital channels
- Editorial calendar planning and provide thought leadership from a social and strategic perspective
- Analyze content to identify strengths, weaknesses, gaps, and opportunities
- Increase millions organic user engagement and CTRs on Facebook and Instagram

Design Lead

United Airlines, Chicago, IL, USA

Sept 2012 – Dec 2013, 1 yr 4 mos

- Concept and contribute design updates including wireframe, prototype, UI elements, content treatments, landing pages layouts, art direction for photography and more
- Mobile and responsive web design for new united.com
- Ongoing comprehensive design ideation and execution for current united.com
- Creative consultant for Sales/Communication team

Creative Director

Weber Shandwick, Chicago, IL, USA

May 2007 – Aug 2012, 5 yrs 4 mos

- Leverage design and creative expertise across all Chicago consumer accounts
- Consistently led firm's communication and presentation efforts to win new business
- Created digital PR plans to increase brand recognition, sales, and general exposure
- Integrate with other senior leaders to deliver strategic creative vision

Interactive Art Director

Edelman, Chicago, IL, USA

Jan 2000 – Apr 2007, 7 yrs 4 mos

- Served as design lead in most digital projects and worked closely with project managers from conceptualization to development, providing effective creative solutions and elegant, user-friendly interactive experiences

Education

The School of the Art Institute of Chicago

Master of Fine Arts, 1994 – 1996

The Illinois Institute of Art

Bachelor of Fine Arts, 1989 – 1993

Previous Brand Experiences: Philip Morris International, McDonald's, United Airlines, Kraft Foods (Oreo), Nestle, Unilever (Suave, Degree, Dove), Mars (M&M's, Snickers, TWIX), Kellogg's, Hershey's, Burger King, KFC, Barilla America, Starbucks, Manpower, Infiniti, Vtech, Motorola, Microsoft, Harley-Davidson, Hyatt Hotels, Disney, Johnson & Johnson, just to name a few.