



Art Direction
Graphic Design
Hand Lettering

larangai.com
lara.ngai@gmail.com
516.528.0491

Work Experience

Ketchum

Graphic Designer, April 2016 to Present

- Creating, designing and producing graphics and infographics for print and digital use
- Designing agency print and digital collateral, including PowerPoint presentations, for new business and client use

Tekserve

Graphic Designer, January 2012 to April 2016

- Created and expanded the brand identity for Tekserve and its subsidiaries
- Developed, coordinated, and updated print and digital signage on sales floor to support retail displays and sync with ongoing promotional events and marketing campaigns
- Project managed Tekserve-sponsored quarterly eWaste electronics recycling events
- Designed collateral, print/digital ads, and signage for marketing campaigns and in-house events, as well as community events sponsored by Tekserve and its subsidiaries
- Oversaw in-house print production and communicating with external print production houses to ensure that deadlines and expectations are met
- Created infographics and other digital graphics to be used in weekly email blasts and on company website
- Retouched images from photo shoots
- Contributed to periodic blog posts

Womenkind

Art Director, August 2008 to September 2011

Freelance Junior Art Director, February 2008 to August 2008

Clients: Women & Co., TD Ameritrade, Food Network, Drive Medical, W2Wlink, Love Without Boundaries, Saisay

- Created and developed client communications for print, digital, collateral, and tradeshow use
- Responsible for creating, developing, and overseeing production of internal agency branding communications to ensure files were correct and deadlines were met
- Designed PowerPoint presentations for client marketing, strategy, and agency new business use
- Designed client logos and event premiums
- Concepted and designed online banner ads, as well as digital storyboards for rich media
- Created infographics to be used for internal agency promotions
- Concepted and presented video storyboards to client
- Participated in writing and presenting agency credentials
- Assisted on all photo and video shoots
- Experience in overseeing video edits
- Wrote monthly blog posts
- Completed ongoing research for white paper

Education

Fashion Institute of Technology, SUNY

BFA Advertising Design, 2007

AAS Communication Design, 2005

- Dean's List
- Presidential Scholars Program
- Phi Theta Kappa

Skills

- Adobe InDesign, Illustrator, Photoshop
- Keynote, Pages, PowerPoint, Microsoft Word, Excel
- Hand Lettering

References

Available upon request