

# MARGARET (MEI XIN) FU

ART DIRECTOR | DESIGNER  
www.margaretfu.com

I am an art director / designer  
residing in New York City.  
I specialize in digital projects but  
also have experience in print,  
out-of-home, and TV.

References available upon request.

(917) 292-1685  
margaretfu57@gmail.com

## Education

School of Visual Arts, Continuing Education (Advertising)

Macaulay Honors College at Baruch, New York, NY

Bachelor of Business Administration, June 2011

3.9 GPA, Marketing Management major, Graphic Communications minor

## Computer Skills

Adobe Photoshop, InDesign, Illustrator, Flash, Dreamweaver, Lightroom, Bridge, Final Cut Pro, Acrobat Pro, HTML, CSS, PHP, MySQL, Keynote, Microsoft Word, Powerpoint, Excel, Outlook

## Work Experience

OCT '14  
PRESENT

### Freelance | Art Director

- ▶ Accounts: LG, Blue Man Group, PNC Bank, SAP, Donaldson Adoption Institute, DP Life
- ▶ Designed digital and social media assets, launched a new campaign, led client meetings.

OCT '13  
OCT '14

### Berlin Cameron United | Art Director

- ▶ Accounts: Capital One 360, GILT, Vimeo, QuickChek, Sebago, Stella & Chewy's, Super 8 Hotels
- ▶ Concepted 360 campaigns and directed photoshoots
- ▶ Led art directors, designers, and interns in projects and pitches
- ▶ Won new business pitches, including QuickChek and Stella & Chewy's

AUG '11  
OCT '13

### 360i (formerly Dentsu America) | Art Director

- ▶ Accounts: Canon, Toyota, Scotts Miracle Gro, Scotts Lawn, Ajinomoto, Kumon, NTT DATA, NTT Communications, Blistex, RoundUp, Uniqlo, Hästens, Checkers
- ▶ Concepted print, digital (banners, mobile/Facebook apps, landing pages), and OOH campaigns
- ▶ Presented work to clients in person and over the phone
- ▶ Worked closely with producers and vendors (retouching, animation)

JAN '11  
AUG '11

### Graphis, Inc. | Junior Designer / Production Assistant

- ▶ Created layouts for print annuals and journals
- ▶ Managed online annuals

SEP '10  
DEC '10

### BBDO New York | International Networking Operations Assistant

- ▶ Organized creative and strategic resources between global offices for the Mars brand
- ▶ Managed corporate online portal weekly

## Activities / Interests

### Baruch City Advertising Society (Collegiate Chapter of AAF) | Creative Director

- ▶ Designed fliers, logos, and brochures for various school clubs and events
- ▶ Directed, organized, and trained creative team in completing projects for clients
- ▶ Led Photoshop tutorial classes

## Languages

Fluent in Chinese