

CHRISTINA

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CHANG

EXPERIENCE

FREELANCE ACD (ART)

January 2015–Current

Agencies: 360i, Big Spaceship, Cramer-Krasselt, Publicis, Digitas, Wunderman, M&C Saatchi SS+K, Xenopsi, and LOOP Digital

Designed responsive desktop and mobile sites
Concepted for social, digital, and integrated campaigns

SENIOR ART DIRECTOR

Concept Farm (March 2013–December 2014)

Developed 360° campaigns from conceptual thinking through production
Managed creatives, production, casting, photo and TV shoots

FREELANCE SENIOR ART DIRECTOR

January 2012–March 2013

Agencies: SS+K, Wunderman, Digitas, Maude, Sylvain Labs + MTV

New business pitches, concepts for digital and social campaigns
Applied design skills, branding and identity

LEAD CREATIVE / ART DIRECTOR

People Ideas & Culture (May 2010–December 2011)

Managed creative teams, workflow and client meetings
Traditional, non-traditional and digital work

FREELANCE ART DIRECTOR / GRAPHIC DESIGNER

July 2004–May 2010

Branding, print design + production, press checks and packaging
Proofreading, editing and high attention to detail

AWARDS

EFFIE, GOLD

Sustained Success 2017
American Express Small Business Saturday

EFFIE, BRONZE

Aruba Tourism, 2014

MAGELLAN AWARDS, GOLD

Aruba Tourism, Digital Marketing/Advertising, 2014
Aruba Tourism, Overall Family Destination, 2014

EDUCATION

VCU BRANDCENTER, MAY 2008

M.S. Mass Communications, Art Direction

GEORGE MASON UNIVERSITY, MAY 2004

B.A. Art and Visual Technology, Computer Graphics