

ART DIRECTOR + DESIGNER



LILLIANZHAOART.COM
password: lookinside2021

EXPERIENCE

ART DIRECTOR oct 2021—present
INTEGER | remote

BRANDS | P&G brands, PayPal, Truss

SENIOR ART DIRECTOR aug 2018—present
WOMEN WHO CREATE

- spearhead rebranding, to include creating the visual brand identity and designing the website
- oversee art direction for the brand and supervise a team of 3 other designers
- supported the launch of a professional database, consisting of 575+ creative women of color, for companies and recruiters to use, by providing insights on UI/UX best practices and recommendations

ART DIRECTOR nov 2020—oct 2021
CHEIL | dallas, tx

BRANDS | Samsung

- led art direction for online-based Samsung retail experiences for 3 major high-profile device launches - the Galaxy S21 range, Z Fold3, and Z Flip3
- ideated for and designed across traditional and digital media, from physical in-store merchandise displays to a virtual product experience platform
- managed multiple projects and directed a team of 4 designers and outside vendors to support the completion of these projects on tight timelines
- presented visually stunning and strategically sound solutions internally and to clients

JUNIOR ART DIRECTOR jan 2019—oct 2020
THE MARKETING ARM | dallas, tx

BRANDS | American Airlines, Avantax, Bacardi brands, Goodyear, Pabst Blue Ribbon, Pearle Vision, Pernod Ricard brands, New Business

- art directed and designed integrated consumer engagement programs and campaigns, from social to experiential, across 10+ brands and new business
- delivered on-brand solutions that resonated with consumers and exceed client objectives, by surpassing social engagement benchmarks by 30%+ on average
- collaborated with creative, strategy, account, and production teams to execute comprehensive promotions, from animation to microsite designs
- championed diversity and inclusion (D+I) at the agency by pioneering inclusivity initiatives, including writing monthly thought-leadership blogs and presenting to the agency CEO

CONTACT

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SKILLS

concepting
branding

illustrator
photoshop
indesign
xd
after effects
premiere pro
lightroom

photography
web design
crafting

EDUCATION

WILLIAM & MARY
BBA marketing, art minor
innovation + design concentration
summa cum laude

EXTRAS

4A'S MAIP FELLOW

DnD ADVENTURER

SWIFTIE SINCE 2007