isabel chang

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EDU

Master of Fine Arts in Digital Media, May 2000, Columbia University, New York, NY
Bachelor of Arts in English, May 1998, Cornell University, Ithaca, NY

ART DIRECTOR FREELANCE EXPERIENCE

SAATCHI WELLNESS, February 2016 - June 2016 Developed and art directed several banner concepts on a major brand for chronic plague psoriasis, developed full website concept for a women's health product, created logo designs for both internal think tank groups, created original infographics and iconography for ipad applications for the same women's health product.

HEARTBEAT IDEAS, March 2015 – February 2016 Worked on both HCP and Consumer included web site design, banners, emails, convention booth displays, print brochures & guides, Powerpoint presentations. Clients included Bristol-Myers Squibb (Opdivo), Astrazeneza (Bydureon), Janssen (Trinza Sustenna).

TRIBAL WORLDWIDE, December 2014 – March 2015 Designed site concepts for Centrum web site, created and executed banner concepts for Centrum and Thermacare; designed site pages for Esso.com.

NBC UNIVERSAL, December 2014 – January 2015 Designed online interactive holiday piece for "Holiday Survival Guide" such as layout, icons, charts.

MEREDITH DIGITAL, July 2013 – October 2014 Worked on integrated campaigns published on Every Day with Rachel Ray, Allrecipes.com, Better Homes & Garden and more. Post-sales work included: Wallpapers, Facebook sweepstakes and apps, Catfish rich media units, Hub landing pages, Portrait units, expandable mobile units, email newsletters, editorial inserts (print only). Pre-sales work included: Created internal presentations for Sales team utilizing several presentation software such as Keynote, In Design, and Powerpoint.

GREATER THAN ONE, 2010 – 2013 Created concepts and executed designs for full web sites for the Continuum Health Partners Hospitals (Beth Israel, St. Luke's, Roosevelt, NY Eye & Ear Infirmary); concepted and developed web site and banner campaigns for several pharmaceutical clients such as Omnaris Allergy, Genentech, Rituxan, TamiFlu; Managed 2-3 junior designers for execution of lower page designs for full sites and banner resizes, and provided creative direction and overlooked Flash creative development for several banner concept executions; Presented designs to clients.

360i, 2010 – 2011 Created concepts and executed designs for full web sites, banner campaigns, Facebook applications, and sweepstakes for food brands such as Oreo.com's 100th Birthday Celebration, "Make Something Amazing" Kraft Natural Cheese, Kraft Parmesan Cheese, Guinness' "Boldest Fan Hall of Fame" Facebook application.

ORGANIC, September 2009 – March 2010 Art directed banner campaigns for Bank of America and Merrill Lynch; Designed proof of animation concepts; Managed bulk banner resizing projects for BofA including art approval and version quality control; Provided art direction for various e-campaigns for Iams pet food.

TRIBALDDB, 2007 – 2009, March 2010 Responsible as Lead AD on the re-design of RestylaneUSA.com; Lead art director on Neutrogena Beauty Bonus micro-site; Lead art director on Aveeno.com Anti-Aging product line; Develop concept and art direction for ad campaigns for Aveeno, Clean & Clear; Create concept & design interface for widgets.

CONDÉ NAST PORTFOLIO.COM, April 2007 – April 2008 Art-direct and build in Flash several features for the Editorial Department including "Briefcase Quiz," "Regression Analysis," "Inner Sanctum"; design prototype for Linked In widget using Portfolio content for the Business Development Department. URLs at www.foxfatale.com

ETC

English, Fluent in Chinese (Mandarin)