

SARAH WU

ART DIRECTOR. DESIGNER. CREATIVE.

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PROFESSIONAL EXPERIENCE

Atmosphere BBDO, New York, NY | Freelance Sr. Art Director | Jan 2013 – Jul 2015

Performed all aspects of art direction, design and concepting for various projects. Collaborated with design and UX teams on campaigns and digital platforms for clients such as Visa Signature, Visa Prepaid, Citi, Depuy Synthes, Johnson & Johnson, Novo Nordisk, Cognizant and Emirates.

DigitasLBi, New York, NY | Freelance Sr. Art Director | Jul 2012 – Dec 2012

Helped concept and design a wide range of projects that vary from TV spots, online advertising and print advertising. Worked closely with the copywriter on brands such as Small Business Saturday and American Express OPEN.

Critical Mass, New York, NY | Art Director | Jan 2012 – Jun 2012

Designed and art directed online marketing materials for the Citi ThankYou Reward Program. Presented creative to clients and managed their expectations. Oversaw day-to-day responsibilities and collaborated with visual and interaction designers on projects.

Disney Interactive Media Group, New York, NY | Lead Designer | Nov 2009 – Nov 2011

Led and conceptualized visual designs for the Disney Family Network of sites including Kaboose.com, FamilyFun.com, DisneyFamily.com and Babyzone.com. Collaborated with product, editorial, and design teams to define new experiences and art direction ranging from new site launches to social networking and mobile applications.

Agency.com, New York, NY | Designer | Jan 2008 – Nov 2009

Designed and conceptualized microsites, banners and Facebook applications for British Airways, Del Monte, Snickers and Skittles accounts. Collaborated with art directors and designers to create visual concepts for various web-based projects.

UGO Networks, Inc., Hearst Corporation, New York, NY | Web Designer | Jul 2006 – Dec 2007

Worked with the creative design team in a fast-paced environment. Designed and produced flash banners, microsites and flash games. Also created compelling interactive web-based projects for clients including Universal Studios, Toyota, Warner Bros and more.

Jesco Lighting Group, Glendale, NY | Web/Graphic Designer | Jun 2005 – Jul 2006

Designed and developed full identity systems to replace their old branding. Created all marketing materials including catalogs, advertisements, packaging and trade show booth design.

AWARDS & RECOGNITION

Web Designer's Idea Book Vol. 2 | 2010
100 Artist Exhibition at Ouchi Gallery | 2010
Web Designer Magazine No.158 | 2009

Web Marketing Awards - Skittles.com | 2009
Revolution Awards - British Airways: T5 | 2009
Adobe Site of the Day - Snickers.com | 2008

EDUCATION & EXPERTISE

Fashion Institute of Technology, New York, NY

Bachelor of Fine Arts in Graphic Design | 2006
Associate of Applied Science in Advertising Design | 2004

COMPUTER SKILLS

Photoshop, Illustrator, InDesign, Acrobat, Keynote, Dreamweaver, Flash, HTML, XML and CSS.