

# Evleen Huang

MULTIDISCIPLINARY DESIGNER & ART DIRECTOR

## EXPERIENCE

### Designer

2017.09 - present | CNBC, Englewood Cliffs, NJ

- Collaborate closely with the Create Director and take the lead on art direction for CNBC live events; create and develop all program elements such as digital ads, interactive elements, prototype mock-ups, social platform assets, microsites and print materials.
- Work closely with producers to schedule deadlines, and delivery issues.
- Assist in the creative assets of CNBC programs, like Deal Or No Deal and Squawk Box.

### Visual Designer

2016.02 - 2017.09 | IPG Mediabrands, New York, NY

- Supported the marketing and new business departments to deliver the convincing campaigns while helping push the concept a step further in a compelling story. This involves a versatile approach with digital mock-ups, website design, pitch presentations, print materials, infographics, event collaterals, branding designs and e-mail marketing.
- Accounts include: Coke-Cola, Arby's, LinkedIn, SONY, Tyson, Accenture, Coach, Cannes Festival.
- Earned international business experience while creating a cohesive collaboration on multiple teams in various markets. Includes UK, Germany, Italy and Asian.

### Junior Art Director

2015.11 - 2016.01 | GNF Marketing, Armonk, NY

- Worked closely with the creative director and copywriter to develop multi-tiered marketing campaigns. Marketed concept development and created direction for clients across various media, including print, digital, social media and experiential.
- Accounts include: TinCup, Gran Centenario, Sprint, Mondelēz.

### Freelance Designer

2015 | Viacom, New York, NY

- Worked at MTV2 to create notable presentations in alignment with the department's standards and clients' requests.
- Assisted interaction designers in motion media assignments.

### Freelance Designer

2015 | NBC Universal, New York, NY

- Designed and edited graphics, animations and marketing materials for daily news/live event.

### Junior Designer

2012 - 2013 | NueMD Technology, Atlanta, GA

- Worked together with the director to redesign the brand identities of the company, including the logo, business cards and website pages.
- Edited the content of websites, html e-mails, landing pages, online newsletters and banner advertisements for the marketing and production departments.
- Assisted video producer in motion media design.

## EDUCATION

### Master of Arts, Motion Media Design.

2015 | Savannah College of Art and Design, Atlanta, GA

### Bachelor of Fine Arts, Graphic Design.

2012 | Savannah College of Art and Design, Savannah, GA

## PROFESSIONAL SKILLS

- Proficient in Creative Suites: Illustrator, Photoshop, InDesign, After Effects, Acrobat and Lightroom; PowerPoint
- Skilled in Keynote, Cinema 4D, Premiere and Dreamwaver
- Knowledge of Flash, UX/UI design principles and their basic components: HTML and CSS
- Experience shooting and video editing
- Typography

## HONORS AND AWARDS

### Adobe Design Achievement Awards

Print Communications, Semifinalist