

VENESSA



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Award-winning art director and designer with over ten years of experience in corporate identity, branding, packaging, print collateral, advertising, annual reports, web and multimedia. A passionate leader with a proven track record of translating marketing strategy into innovative design solutions.

Winner of two 2009 IABC Gold Quill Merit Awards
Winner of 2007 Print Media Merit Award
Fluent in English, Mandarin, and Cantonese

Skills

Macintosh and PC platforms
Adobe CS4
Illustrator
Photoshop
InDesign
Acrobat
Flash
Dreamweaver
QuarkXPress
Microsoft Word
Excel
PowerPoint

Education

University of Wisconsin-Madison, Madison, WI
Bachelor of Science in Arts (Graphic Design concentration) G.P.A. 3.76/4.0, Magna Cum Laude
School of Visual Arts, New York
Intermediate Graphic Design with Steven Brower
The New School, New York
Black and White Photography

Awards

Winner of two 2009 IABC Gold Quill Merit Awards, in both Publication Design category and Print Publication category, for the 2008 DTT Annual Report. Served as Art Director and primary designer.
Winner of 2007 Print Media Merit Award for best designer.
Outstanding Performance Awards, 2006-2008, Deloitte

Honors

Top two percent of graduating class (with distinction)
Lifetime member of Golden Key National Honor Society
Dean's List from 1993-1996.

Professional Experience

Freelance Art Director
New York Life, New York, Apr 2013 -present

Producing insurance marketing materials from concept to finished based on creative brief. Tailoring current marketing materials to specific brand guidelines. Develop and maintain a full range of print based agent marketing, sales and prospecting materials. Provide print specs and coordinating with external printers, suppliers and internal purchasing department. Upholding corporate branding to ensure consistency with style guide.

Freelance Art Director
HNW, New York, Oct 2011 - Apr 2013

Serve as art director and senior designer in an integrated marketing communications agency that specializes within the wealth management and luxury marketplace. Generating concepts and designing marketing materials for high profile clients such as Citibank, Merrill Lynch and Fidelity.

Projects include internal and external marketing communications for Citibank such as brochures, fact sheets, postcards and packaging. Ipad app design for PNC Bank. Numerous advertisements for CIT Bank to be printed on various newspapers and publications. Designed and produced marketing collateral, including large banners, posters, and promotional items; also worked closely with sales team to develop look and feel and uphold the brand identity for the clients and their products.

Art Director/Senior Designer
Neuberger Berman, New York, July 2012 - Oct 2012

Responsible for art direction and design management for literature, collateral, advertising, promotion and related design projects for the marketing group as well as for corporate and human resources.

Management of the design team and various projects, establish precise workflows, reviews and scheduling. Lead design efforts for materials in all three channels (institutional, intermediary, individual). Creatively help advance and manage the Neuberger Berman brand.

Design Consultant
New York, 2009 - present

Short and long-term consulting projects in design, art direction and brand development. Clients include Deloitte, PIE Network, Nex-Solutions, Strike Studio, Watson Group, Brigger Coaching & Development LLC and Zhang Capital Management.

Art Director/Global Creative Studio Manager
Deloitte, New York, 2004 - 2009

Launched the Deloitte Global Creative Studio, an in-house graphic design department that serves the global Deloitte network.

Founded Deloitte Designers Network, a community of designers from over 40 countries, to share best practices and ideas.

Worked closely with clients to create vision, conceive designs, establish budget, and consistently meet deadlines and requirements. Notable achievements include:

- DTT 2008 Annual Report – led the development of this IABC Gold Quill award-winning publication. Achieved over 20% cost savings by using innovative design solutions and sourcing cost-effective printers.
- The Deloitte Times – managed the design of this bi-monthly newsletter that targeted Deloitte's 9,000 worldwide partners.

Led an international design team in New York, Chicago, and Kuala Lumpur. Responsibilities included:

- Overseeing designers' daily production and providing art direction, managing overall quality of creative projects.
- Supervising outside vendors and managing print production from pre-press to on-site press checks.
- Managing production schedules to ensure projects were delivered on time and within budget.

Built strong relationships with all levels of management, colleagues and vendors through effective communication. Served as the primary contact for the Global CEO's Office as well as additional internal clients.

Advertised our creative services to internal clients by creating an intranet that showcased our best work, and proactively met with clients to assess their needs.

Collaborated with Global Brand on all high-profile projects. Provided input and feedback on brand guidelines development and to drive brand knowledge and awareness.

Project Manager for Global CIO
Deloitte, New York, 2000 - 2004

Provided communications support for the Global CIO and other senior executives; ensured consistency of communication goals within the IT community. Created the Office of Information Management intranet website and managed seven intranet sites for other departments.

