

# TRISHA CHIN

Creative Manager  
New York

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## PROFILE:

Versatile Creative Manager with a diverse client and industry background. Ability to design and direct within various medias: print, packaging and online. Visionary in marketing objectives through strong concepts that effectively communicate with the target audience. Energetic original thinker, who sees challenges not problems. Enthusiastic, resourceful leader with stellar presentation, organizational and communication skills.

## MACINTOSH:

Acrobat  
Dreamweaver  
Excel  
Flash  
Illustrator  
InDesign  
Microsoft Word  
PhotoShop  
PowerPoint  
QuarkXpress  
Sound Edit

## EDUCATION

New York Institute of Technology  
**Master of Arts**  
*Communication Art*  
**Bachelor of Fine Art**  
*Design Graphics*

## PHILOSOPHY

Ensuring that all creative work is conceptually powerful, accurate, strategically on target and superbly designed.

## QUALIFICATIONS

Highly-creative, collaborative individual with experience combining artistic sensibility, technical skill and problem-solving to support an organization's diverse design needs; Relish creative challenges, brainstorming concepts, independently and with colleagues; Disciplines include Print, Environmental, Interactive, Identity, Guerilla and Viral Marketing Concepts; Responsible for concept and execution of creative deliverables such as; print ads, brochures, posters, billboards, packaging, animated flash/gif banners, landing pages, front-end web site design and e-mail blasts; Collaborate with copywriters, programmers and account service to ensure strategic integrity; Solid footing on the line between creative expression and commercial reality.

## EXPERIENCE

### Trisha Chin Creative Consulting | *Creative Consultant*

New York | Los Angeles | 2002-Present

*Accounts:* NBC, Ticketmaster, Verizon, Woodridge Productions\*  
Contract On-Site Creative Manager, responsibilities depending on project include supervising staff, writing creative briefs, client/vendor contact; Project management, budget/scheduling; Art Direction of photo shoots and graphic design; Mocking-up props for television/film set designs.

### EMI | *Mute Records* | *Associate Creative Director* (Contract)

New York | 2006 | Los Angeles | 2010 | *Account:* New Artists  
Lead and mentored a collaborative team of 5-12 graphic/web designers, web developers, and audio/video designers; Articulated detailed instruction to assigned studio team member(s) and followed through to ensure project was completed accurately and on time; Hands-on designer of compact disc art, posters, web design; Art directed photo shoots, Managed and maintained rapport with outside vendors; Worked directly with clients; Developed Street Guerilla Event marketing ideas; Coordinated event activities with promoters, organizers, media partners, and field staff; On-site manager at activity function; Handled arrangements including, guest lists, facility planning, menu selections and hired Street-Teams.

### Disney Publishing Worldwide | *Art Director* (Contract)

New York | Los Angeles | 2007-2009

*Accounts:* Hannah Montana, Playskool, Quaker Oats, Toys R Us, Wal-Mart  
Art Direction and design of 4-Color print ads for Disney Adventures, Family Fun, Wondertime Magazines; Directed in-house photo shoots as well as casted the models; Photo retouching, illustration and set design.

### Young & Rubicam | *Wunderman* | *Interactive Art Director* (Freelance)

New York | 2007 | *Account:* Shire (Daytrana)

Direction and design of pharmaceutical account conceptualizing interactive projects such as website design and flash banners; Partnered with copywriter to conceive and produce creative concepts.

## RELATED EXPERIENCE:

**The Art Institute of California** | *Graphic Arts Professor* | Los Angeles | 2009-2011 | Taught classes in Illustrator, Identity, Packaging, and Grid Design.

### McGraw-Hill | *Managing Art Director* (Contract)

New York | 2004-2005

*Accounts:* Kohler, Pergo Laminate, Rollingshield, Valeron  
Supervised a freelance creative department of 25 graphic designers, illustrators, copywriters and production artists; Produced intricate 4-Color brochures and 32-500 page catalogs; Liaison between clients and in-house agency; Duties included scheduling, up-to-minute progress reporting, attaining client approvals and file maintenance.

### 1-800-Flowers | *Web Designer* (Freelance) | New York | 2002-2008

*Accounts:* 1-800-Flowers, Bloomnet

On-Site Per Diem Hands-on web design of landing pages, email blasts, animated gifs and flash banners for floral arrangements, gift baskets and gourmet foods; Photo manipulation and retouching.

### Twinlab Incorporated | *Senior Art Director of Trade Marketing and Web Development* (Staff) | New York | 1999-2002

*Account:* Sports Nutrition

Supervised a staff of 5 consisting of web and graphic professionals; Art directed and designed print materials; Maintained time lines, budgets, invoices, purchase orders, freelancer's schedules, and vendors estimates; Developed creative briefs, and defined creative strategies; Determined need, interviewed and hired creatives such as designers, photographers and web developers; Equipment and software ordering; Collaborated with information technology consultants for full technical support; Oversaw the web production and integrity of company web site; Troubleshot all creative department business, technical and personnel issues.

### NBTY, Inc. | *Senior Graphic Designer* (Staff) | New York | 1993-1999

*Accounts:* American Health, Nature's Bounty, Vitamin World

Graphic design of print advertisements, billboards, brochures, labels, mobiles, packaging, point of purchase, sell sheets and retail graphics. Supervised junior designers and production artists; Oversaw press checks.