

# TRISHA CHIN

Creative Manager

Los Angeles

trisha\_chin@yahoo.com  
www.trishachin.net

## PROFILE:

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

## MACINTOSH:

Acrobat  
Dreamweaver  
Fireworks  
Flash  
Freehand  
Illustrator  
ImageReady  
InDesign  
Microsoft Word  
PhotoShop  
PowerPoint  
QuarkXpress  
Sound Edit

## 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* - 2002-2009

*Accounts:* NBC, Ticketmaster, Verizon, Woodstock Arts\*  
Contract On-Site Art Director responsibilities depending on project include supervising staff, client/vendor contact; Project management, budget/scheduling maintenance; Art Direction of photo shoots and graphic design; Brainstorm with teams conceiving Guerilla ideas.

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

### Wunderman | *Interactive Art Director* (Freelance) - 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 ideas.

### EMI / Mute Records | *Associate Creative Director* (Contract) - 2006

*Account:* New Artists  
Lead and mentored a collaborative team of 12 graphic/web designers, web developers, audio/video designers and production specialists; Balanced creative thinking with interpersonal skills by defining an environment that fostered creativity; 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.

## EDUCATION

New York Institute of Technology - Master of Arts in Communication Art / Bachelor of Fine Art in Design Graphics

### McGraw-Hill | *Managing Art Director* (Contract) - 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 | *Graphic/Web Designer* (Freelance) - 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; Design and layout of newspaper and telephone book advertisements.

### Twinlab Incorporated | *Senior Art Director of Trade Marketing and Web Development* (Staff) - 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) - 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.

\* Complete Client List Available Upon Request.