



AMY SU

amysu.com // amyjsu@gmail.com // 415.271.0933

I am a conceptual, strategic creative with strong design skills and 13 years experience. For four of those years, I managed teams and led accounts but I'm still just as happy creating and doing the work. I've helped tell brand stories through fully integrated campaigns including social, digital & broadcast. I'm currently freelance but ultimately interested in full-time.

experience

Freelance

October 2019–present.
San Francisco.

DiMassimo Goldstein

October 2015 – September 2019.
New York.

J. Walter Thompson

2013–2015. New York.

ChefsFeed

2012–2013. San Francisco.

McGarryBowen

2009–2012. Chicago.

FCB and Euro RSCG

2006–2009. Chicago.

Starcom MediaVest Group

2000–2003. San Francisco, Chicago.

Freelance Creative / Art Direction

Moved to SF to be closer to family. Agencies: 215 McCann, Doner LA & Detroit, Godfrey Dadich Partners, Starfish. Clients: Avis, Aruba Networks (B2B), New Business (Mobile Gaming, B2B Chat)

Creative Director / ACD

- Creative day-to-day lead for clients including Shutterstock, The Bronx Zoo, National Jewish Health, Affinity Federal Credit Union, Miracle-Ear, Avon, Ideal Image MedSpa and Weight Watchers
- Mentored, inspired and collaborated with junior teams but still rolled up my sleeves and got my hands dirty, concepting and designing in the programs
- Oversaw projects from concept, design, presentation, selling, and production, ensuring quality along the way
- Worked closely with other departments including strategy on brief development and production on selecting vendors
- Increased Weight Watchers membership from 2.4 million to 3.2 million over a two year span with consecutive, quarterly creative campaigns
- Increased Shutterstock's site traffic by 4.8 million and branded search by 15% YoY with new integrated brand campaign launch
- Received creative industry awards for Shutterstock "Fyrestock" social video; earned global PR and industry press with our culture-jacking videos

Sr. Art Director

- Conceptualized and created cross-platform social and offline campaigns for Zyrtec, consumer packaged goods, and Art Directors Club
- Zyrtec "Stage a Muddlevention" social campaign generated over 450,000 engagements and added 5000+ new Facebook followers

Freelance Sole Designer, In-house

- Helped build a start-up centered around a passion of mine: EATING
- Worked with dev on UI/UX and designed V2.0 of the mobile app
- Translated app functionality into a website design that won a 2014 Webby
- Created social content for owned channels

ACD / Sr. Art Director / Art Director

- Instrumental in the growth of the agency from 30 employees to over 100
- Conceptualized and launched a \$20 million 360° integrated, multi-channel creative campaign for Lunchables with fruit
- Day-to-day clients included Disney, Chips Ahoy!, Kraft and Oscar Mayer

Art Director / Jr. Art Director

Broadcast, OOH, print and direct projects for clients including Qwest Communications, Shelter Pet Project, Barilla and Citibank

Media Supervisor / Media Planner

Started my advertising career as a media planner developing offline plans for Kraft & P&G products. Made the switch when I saw a sign. Ask me more.



AMY SU

amysu.com // amyjsu@gmail.com // 415.271.0933

education

Miami Ad School, San Francisco
2003-2005. Art Direction.

University of Chicago
1996-2000. B.A. Economics

awards

Shutterstock Fyre Video: One Show Merit, D&AD Wood Pencil Winner, AICP Gold Winner, Webby Winner. Shortys Winner. NYF Advertising Finalist.

Chefs Feed Website: Webby Winner, Guides/Ratings/Reviews.

skills

- Expert in Photoshop, Illustrator, Indesign
- Competent at Premiere Pro
- Knowledge of HTML and CSS
- Expert in Keynote
- Competent at Sketch

capabilities

- Campaign Conceptualization
- Campaign Branding
- Storytelling & Problem Solving
- Managing and Inspiring Teams
- Photo & Video Production
- Results-driven Creative
- Limited Budget Asks
- Design Across Multiple Platforms
- Strategy Development
- Presenting and Selling
- Storyboarding & Animation
- Post-production
- Working Under Tight Deadlines
- Multi-tasking

platforms

- Broadcast TV
- Social Video & Image Posts
- OOH
- Activations
- App Design Fundamentals
- Responsive Web Design
- Print
- Digital Display / Banners
- Collateral
- Radio

beyond advertising

Outside of the job, I enjoy dabbling in different artistic forms. Throughout the years, I've picked up screen-printing acrylic painting, and even making furniture from scratch.

My hobbies as of late though, have been creating intricate train routes and building towering Lego structures with my two year old son, Henry.