



SANDY HONG-SAN CHEN

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ABOUT

A passionate Art Director who longs for user-centric projects and seeks to provide logical, useful, beautiful and functional solutions.

SKILLS

- * Proficient in Photoshop for layout, Illustrator for supplementary vector elements, InDesign for print related layout, Powerpoint + Keynote for presentations.
- * Comfortable with HTML and CSS.
- * Knowledge of PHP and Wordpress CMS.
- * Previous experience of various programming languages, which helps derive logical and sensible solutions while designing and communicating with developers.
- * Excellent organization and communication skills with ability to handle multiple projects.
- * Active in digital photography, cooking, writing and crafting.

EXPERIENCE

Bloomingdales/ FREELANCE ART DIRECTOR

June 2011 - Current

Working directly with Creative, UX and Tech Leads to develop the first mobile site and mobile app experiences on top of managing the overall functional enhancements for Bloomingdales.com.

Freelance Consultant

June 2010 - Current

Work with independant start-ups to strategize and create their identity and branding experiences. Help client understand the importance of the experience as well as the visual and make recommendations based on current technology and trends.

Freelance Writer

April 2011 - Current

Lifestyle and food blogger for simplysandyme.com. Contributing writer to 2Rivers magazine, 10/10 Apothecary and examineer.com.

The Wonderfactory/ FREELANCE SENIOR DESIGNER

February 2011 - May 2011

Working directly with Creative Director, UI Designer and in-house designer to build brand new and complete visual experience for brands such as MSNBC.com. Areas include iPhone, iPad and the Web.

Razorfish / DESIGNER

March 2008 - May 2010

Responsible for supporting Art Directors and Creative Directors for design executions and production. Interact with project managers and various disciplines to determine creative needs on projects. Clients include EMC, Siebel Energy Free Home, Prudential, Ford.com, Syncmyride.com, Travel Channel, History.com and Billboard.com.

Fearless Concepts / INTERACTIVE DESIGNER

January 2006 - January 2008

Responsible for design and production of online marketing elements for clients including: Island Def Jam Music Group, Perlier and Blue Note Records. Projects ranged from flash banners, promotional video pages, newsletters, mini-sites and full artist sites.

EDUCATION

Parsons The New School For Design

MFA in Design + Technology, June 2005

AAS in Graphic Design, May 2003

Boston University

BA in Economics and Business Administration, May 2001