

# KAT: CHAN

## // USER EXPERIENCE

## // STRATEGY

EMAIL [KAT@GA-YI.COM](mailto:KAT@GA-YI.COM)  
SITE [GA-YI.COM/WORK](http://GA-YI.COM/WORK)  
ADDRESS 334 W22ND ST #28  
NEW YORK, NY 10011  
PHONE 917-690-3660

## EXPERIENCE

### **CONTRACT, User Experience & Strategy**

12-2019 to present

Working with clients to understand their current experiences and envision their future roadmap. Delivering and developing best practices for its audiences and innovation for the brand.

Clients Include: AMEX, Ash Hotels, IBM, Itochu Japan, Louis Vuitton, Mayo Clinic, Moët Hennessy, Pfizer, Snapchat, Swarovski

### **CONTRACT, Creative Direction & Strategy**

2-2016 to 11-2019

Working with startups, small businesses and agencies to ideate, strategize, design and develop their visions and expand beyond their boundaries.

Clients Include: Amazon Future Engineers, David Yurman, Pat McGrath, Samsung, Steve Madden, Valent, Walmart

### **YARD NYC, Assoc Creative Director**

08-2014 to 01-2016

Brought on board as a digital lead, I've worked to grow our capabilities internally by mentoring team members, working alongside new business efforts as well advising the agency's views and development into the digital space. I've managed and helped develop multiple clients/projects simultaneously through planning, strategy, concepts, design, shoot, production and post. Attracted to the agency's strong strategic process, it's been critical to my approach to clients, and how we've innovated and delivered beyond expectations.

Clients: Isopure, La Mer, LAB SERIES, Liz Claiborne, Spyder

### **CODE AND THEORY, Sr Art Director**

02-2013 to 07-2014

As a team lead, my goal was to innovate and develop brand initiatives. Integral to our success we've expanded our involvement in our client's day to day operations and worked closely with key members of each department to create a seamless exchange of ideas and workflow. This had been especially successful

across social media, allowing us to better cater to the cadence of the medium. While on the agency side I've also focused on aligning strategic, UX and tech teams and drove enriched engagement with our consumers by creating compelling stories and experiences that resonated across a busy and ever changing landscape.

Clients: Maybelline, Essie, Calvin Klein, Chobani, Levi's

### **LAIRD + PARTNERS Sr Art Director**

09-2012 to 02-2013

Clients: Coach, Belvedere Vodka, Katy Perry, Karl Lagerfeld, Jones NY, Motts, Sally Hansen, Nest Candles

### **MAC COSMETICS, Assoc Design Director**

06-2008 to 09-2012

With the growing need for digital and global brand integration, I built a creative team of 7 from a small team of 2. Reporting to the Creative Director, I worked closely with print, in-store and events teams to strategize a unifying experience to create online and social media programs that are innovative and exciting. With a strong technological background I also collaborated with agencies to utilize the latest technology to create engaging experiences throughout our platforms. Integral to my work was creative conceptualization, strategic planning, UX, and development of new initiatives based on latest trends and customizing programs with local relevance for international application.

## TECHNICAL SKILLS

Figma, Sketch, XD, Photoshop, Illustrator, After Effects, Final Cut Pro, HTML5, CSS, JS, PHP, Wordpress +

## EDUCATION

PRATT INSTITUTE

Bachelors of Fine Arts- 2005

References available upon request