

KAT · CHAN

ART DIRECTION

PRINT

PACKAGING

ONLINE

EMAIL: KAT@GA-YI.COM

WEBSITE: HTTP://GA-YI.COM/

ADDRESS: 306 GOLD STREET APT 22D

BROOKLYN NEW YORK 11201

PHONE NUMBER: 917-690-3660

EXPERIENCE

M·A·C COSMETICS

Associate Design Director//06-2008 to Present

Thriving in a fast paced environment, I work closely with the creative director to conceptualize about sixty collections per year. I currently lead a global creative team of five in developing and integrating global initiatives with from print to digital media. Key aspects to my job include following the latest trends and customizing our programs with locally relevant content for international application. I work closely with in-store and events teams to strategize a unifying experience to create online and social media experiences that are innovative and exciting to our customers. With a strong technological background I collaborate with external agencies to utilize the latest technology to create engaging experiences throughout our platforms and channels. Integral to my work is creative conceptualization, strategic planning, development of new initiatives and the mentoring and management of a growing creative team. *Recent Projects: Scene & Spotted, Quite Cute Campaign, Bloggers' Obsessions, M·A·C Me Over Campaign, Shop Together, Wonder Woman Social Media Campaign, M·A·Czine, M·A·C Pro Program*

STEVE & BARRY'S

Senior Designer//03-2007 to 12-2007

Working with the Director of Concepts, I branded and managed celebrity and internal lines. Working under tight deadlines and coordinating between our design teams, merchants and overseas production partners, I was responsible for the design and production of on-garment marketing; labels, tags, packaging and promotional items. In addition to managing the work flow of an on-site junior designer, as well as an overseas production and art team. *Lines include//Bitten by Sarah Jessica Parker, Dear by Amanda Bynes, Eleven by Venus Williams, Ali by Muhammad Ali, Wonderwall by Laird Hamilton, Steve & Barry's Womens, Boys, Girls and Baby*

HARRIS PUBLICATIONS

Web Designer//07-2005 to 05-2006

Brought on board to re-examine magazines online, I was responsible for the rebranding of Harris' highest grossing magazines. Bringing in the latest social media aspects as well as creating blogs with the latest exclusive media, we were able to bring our site rankings within the top 5 in less than 6 months. In addition to design and concepting for our expanding online presence I was also responsible for front-end programming and maintenance. *Websites include//xxlmag.com, king-mag.com, rides-mag.com, revolvermag.com, bundle-magazine.com,*

TODA (THE OFFICE OF DESIGN AND ARCHITECTURE)

Intern//10-2000 to 08-2001

Assisted in the designing and production of promotional materials, advertising campaigns and websites. *Clients include//Sephora, MOP, OXO*

FREELANCE

VICTORIA'S SECRET BEAUTY

Packaging Designer//03-2008

L'ORÉAL

Graphic Designer//02-2008

MODELS.COM

Web Designer//2003 to 2007

TODA (THE OFFICE OF DESIGN AND ARCHITECTURE)

Graphic Designer//01-2007

VIVRE.COM

Web Designer//11-2006

MINT BY JODIE ARNOLD

Graphic Designer//05-2006

EXCHANGE HOTEL

Branding Designer//01-2006

MSL PRODUCTIONS

Graphic Designer//07-2005

2 CITIES PRODUCTIONS

Marketing, Art Director//2004 to 2006

GM PRINTING

Designer//2004

WORLD MARTIAL ARTS CENTER

Web & Graphic Designer//2003 to 2005

OLD NAVY

Graphic Designer//2001

TECHNICAL SKILLS

Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Final Cut Pro,

HTML5, CSS3, AS3, PHP

LANGUAGES

English, Cantonese, Mandarin

EDUCATION

PRATT INSTITUTE//Graphic Design & Advertising

Degree//Bachelors of Fine Arts- 2005

References available upon request.