

Creative Director that manages the Creative Services group for Multimedia located in Northern California Kaiser Permanente. Develops high quality, award-winning, and on-target branded creative campaigns and internal initiatives. Empowering leader who values collaboration, inclusivity, and accountability. Focused on bolstering creativity while ensuring successful outcomes through trust, strategic planning, and fiscally responsible operations.

Employment

Kaiser Permanente *Creative Director* 3/17 - currently

Creative Director overseeing graphic design, photography, and video production for Northern California Multimedia an internal recharge department within Kaiser Permanente.

- > Lead/manage a team (10-20 people) of designers, video producers, photographers, writers and production staff, both full-time employees and contractors.
- > Collaborate with cross-disciplinary teams to strategize, develop and direct culture engagement programs, B2B materials and external marketing communications.
- > Oversee and develop budgets and timelines of an average 400 projects yearly.
- > Cultivate an environment of collaboration, innovation, support, growth and caring with my team and clients.
- > Completed a health care specific Senior Leadership Development program led by Cornell University and Kaiser Permanente.

Ariat International *Consultant/Designer/Senior Creative Services Manager* 9/14 - 2/17

An English and Western apparel and shoe company, leading and working with both internal team and design agency to support the brand.

- > Led/managed three designers, one traffic manager, a copywriter and a photo coordinator.
- > Art directed photo shoots of both on-model and in-studio product shots.
- > Designed and developed on brand materials for In-store, B2B and retail.
- > Collaborated with cross-disciplinary teams to meet seasonal communication goals, often under tight deadlines and budgets.
- > Participated in Situational Leadership II, a leadership development program.

Gayle Chin *Designer/Printer/Consultant* 2/07 - 8/14

Conceptual lead for a wide range of design projects—brochures, catalogs, web banners and more. Letterpress printing as a hobby.

Dwell Magazine *Creative Services Director* 6/04 - 2/07

An architectural and lifestyle magazine, led engaging creative for the marketing department for events, B2B and consumer marketing materials.

- > Managed/led one designer, worked collaboratively with writers and photographers.
- > Created/designed/art directed a cohesive brand for all of Dwell's growing ventures, Dwell on Design Conferences, Dwell Homes and Dwell's B2B sales materials. Postcards, posters, web banners, conference signage, catalogs, sales kit, and more.
- > Collaborated with sales and marketing to meet strategic priorities.

Protopod Design *Principal/Designer* 2/00 - 5/04

Client interaction, presentation and daily operations of running a business. Working together with two other designers to create on brand design for business partners. Including brochures, corporate identity, books, catalogs etc...

cont...

Employment continued	<p>Chronicle Books <i>Senior Designer</i> 8/98 - 1/00</p> <p>Creative lead in the gift department for an independent publisher offering bestselling books, children's books, stationery, and gifts.</p> <ul style="list-style-type: none">> Managed three designers and many external agencies to develop/design over 100 projects per season with three seasons a year and working forward 3 years in advance from product development to final product> Oversaw weekly team meetings, budgets and timelines delivering on time and on budget> Cultivate an environment of collaboration, innovation, support, and growth for team members> Designed, art directed, and produced projects including books, gifts and specialty products> Art directed and collaborated with photographers, illustrators and writers <p>Howry Design Associates <i>Designer</i> 8/96 - 8/98</p> <p>A small design agency specializing in annual reports and brand identity.</p> <ul style="list-style-type: none">> Designed, produced and managed a variety of printed materials—annual reports, corporate identity, brochures> Art Directed and collaborated with photographers, illustrators and writers> Oversaw printing and on press for final product deliverable> Clients included but not limited to The San Francisco Ballet, Splash Technologies, Applied Materials, and Cygnus.
Education	<p>Arizona State University 1996</p> <p>Bachelor of Fine Arts Graphic Design</p>
Interests	<p>Swimming, biking, being outdoors, cooking, volunteer for my son's mountain bike team and trying to learn to play the piano again.</p>