SHANE WU
ART DIRECTOR

Art Director with 10 years experience in digital marketing and advertising. Hands on experience in creating Rich Media Design, Web Design, UX, and Frontend Development.

Currently a Creative Manager for a location technology company for the past 5 years. Managing a team of senior designers and advertising designers on creating Mobile Rich Media ads. Supporting our offices in the US and EMEA. Helping to cultivate our designers by leading them on art directions, creative versioning, supporting their work with in-house best practices, and creative insights. This enabled our team to build trust from our clients and offer great insights and recommendations on a regular basis.

Contact

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Key Skills

Graphic Design Software:
Photoshop
Illustrator
Sketch
Figma

Web Development:
HTML/CSS
Javascript
Wordpress
InVision

Rich Media Software:
Celtra
Google web designer
Bonzai

Video Editing Software:
After Effect
Premiere Pro

Team Management
Proactive problem solver

Education

New York City College of Technology – 2012

Bachelor of Technology – Major in Graphic Design

Work Experience

GroundTruth | Creative Manager May 2015–Present

- Manage and train a team of designers on creating rich media ads.
- Work closely with our internal sales team and account managers on kick off calls, best practices, creative testing, creative insights, and all creative related issues.
- Support sales team on client meetings by offering creative solutions, in-house best practices, insights, and RFP mockups to increase IO probability.
- Lead our creative team to be more proactive by offering them clear art directions, reasoning for offering more creative versions to clients by backing up with insights and data.
- Work closely with designers on career goals by having weekly one-on-one and working with HR on career paths.

docero | Senior Graphic Designer/Web Developer Feburary 2015 – May 2015

- Design and build wordpress websites for medical practices.
- Create client facing landing pages and emails.
- Updating websites from previous developer to enable responsive website.

Sharecare | Senior Graphic Designer 2010–2015

- Client Program Lead - Design/Coding client marketing campaigns that requires microsite, emails, banners, and informational guide.
- Designing/Coding company responsive emails and templatizing emails.
- Designing/Coding mobile landing pages.
- Creating recipe ebooks, infographics, and in-house marketing materials for sales team.