

LIZ CHY

/ CREATIVE DIRECTOR

/ DIGITAL, SOCIAL, AV, BRAND, ADVERTISING, MARKETING

Portfolio

lizchy.com

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Email

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RECENT WORK / 13 YEARS OF AGENCY EXPERIENCE

IGNITION CREATIVE

Creative Director | Digital, Social, AV Graphics

Jan 2021 - Jan 2023

- Conceptualized and executed 360 social media campaigns (video, content, paid media, organic, activations, tune-ins, engagement, etc.), AV graphics, main title sequences, UX/UI desktop and mobile websites, banners, print and digital screen billboards, email marketing, toolkits, and styleguides for theatrical, streaming, and branding clients
- Led the creative voice in pitch presentations for multi-platform/multi-medium concepts, managed and designed decks, and effectively articulated the creative vision with clients
- Traveled and directed content shoots abroad, overseeing collaboration with production vendors to support international clients
- Mentored and managed a multidisciplinary team of Sr. Art Directors, Designers, Motion Designers, and Freelancers across Digital, Social, and Motion Graphics department
- Created art direction decks for the executionary teams to use and easily produce scheduled assets
- Oversaw creative development of editorials, socials, digital, and graphics ensuring all goals are met and creative quality meets a best-in-class standard
- Ran and managed daily Creative Review meetings, work-in-progress (internal and with Executives), and provided weekly 1:1 support of direct reports
- Effectively managed a high volume of projects with overlapping timelines, resource planning and production, budget management, and ensured that all deliverables adhered to strategic briefs and vision
- Collaborated daily with other internal teams like Copywriters, Editors, Strategists, Producers, Account Managers, Project Managers, and Finishers

Clients: Disney+, Netflix, HBO Max, Hulu, Apple TV+, Amazon Prime Video, Samsung TV Plus, National Geographic, MGM / United Artists Releasing, The Walt Disney Studios, Universal Pictures, Fox Entertainment, MotorTrend, Pantaya

FULLSCREEN (An AT&T and WarnerMedia Company)

Art Director | Digital, Social

Nov 2017 - Jan 2021

Clients: Netflix, HBO Max, MGM / United Artists Releasing, Warner Bros., Universal Pictures, The Walt Disney Studios, 20th Century Fox, Pantelion, Dolby Cinema, Hallmark Channel, CW Network, AT&T Audience Network, IMDB, Nickelodeon, Turner, TNT

ELA

Art Director | Advertising, Branding, Social

May 2015 - Oct 2017

Clients: Starbucks, Western Digital, Thermador, Obsidian Entertainment, Pelican Hill Resort, Fashion Island Hotel, Hotel Irvine, The Toll Roads of OC

FCB WEST and 72ANDSUNNY

Freelance Art Director | Advertising, Marketing

May 2015 - Apr 2015

Clients: Taco Bell, Tillamook

QUALIFICATIONS

Education

The Art Institute of CA – Bachelor of Science in Graphic Design

Skills

Adobe Photoshop

Adobe InDesign

PowerPoint

Microsoft Suite

Adobe Illustrator

Adobe XD

Procreate

Asana

Adobe After Effects

Keynote

Google Suite

Monday