

PEIYUN CLARK

ART DIRECTOR

WORK EXPERIENCE

ART DIRECTOR

Havas | 2022-2024 | San Francisco

- Drove art direction for campaigns and projects for clients and in-house initiatives
- Created social media, web, digital content creation, and advertising
- Designed email templates and website assets
- Drove concept design for print materials, advertising programs and websites

GRAPHIC DESIGNER & DIGITAL MARKETING

JS-Sullivan Development | 2021-2022 | San Francisco

- Worked on branding design
- Created print and social media post templates using multi-media design software

SENIOR ART DIRECTOR

Accent | 2014-2017 | Beijing, China

- Created advertising campaign concepts
- Led pre-shoot team preparation
- Directed staff to shoot videos of ads with videographers
- Edited videos

WORK PROJECTS

ART DIRECTOR / VISUAL DESIGN

Guardant Health | 2022-2024

- Created and Designed multiple email templates
- Collaborated with in-house creative teams to design the 'Guardant Complete' campaign website
- Created the visual script for the 2023 (SABCS) booth video
- Designed interactive conference kiosk page with patient profiles and product details

BioMarin | 2022-2023

- Created and designed booth panel for conference
- Designed digital banner and post on different social platforms

Life Science Cares | 2023

- Created and designed 2023 Impct report for bayarea location

DIRECTOR / VIDEOGRAPHER / EDITOR / SCRIPT

A Note to New York City Short Film | 2019

- Created and wrote the Chinese script
- Shot, directed and edited footage
- Organized and posted on different social media and received more than 10,000 views

ART DIRECTOR /DIRECTOR

Tencent-Chinese New Year Video Game TVC | 2017

Letv-Max 120-inch TV commercia | 2017

Letv-VR commercial | 2016

EDUCATION

M.A. ADVERTISING

at Academy of Art University | May 2020

B.A. DIGITAL MEDIA ART

at Tianjin Academy of Fine Arts | June 2014

SUMMARY

Versatile art director and visual designer experienced in developing brand identities and advertising strategies. Spirited team player with strong communication skills.

SKILLS

Art Direction
Graphic Design
Visual Design
Web Design
UI Design
Drafting
Videography
Video Editing
Digital Marketing
Project Management
Collaboration
Innovation

TOOLS

Adobe Creative Suite
Google Suite
Office Suite
Final Cut
Sketch
Figma

LANGUAGES

English
Chinese

CONTACT

Chupeiun33@gmail.com

+1 415 5687 478

<http://peiyns.net/>