

# Justin V. Lau

Design Director

Conceptual innovation, a robust work ethic, and productive team collaboration/leadership are all essential components to success in creative design. As a multidisciplinary Creative Director with over 15 years of in-house and agency experience, I work to build brands and connect people through memorable brand experiences. My projects range from prints, brand identities, videos, presentations, websites, and other digital products.

## EXPERIENCE

- Jan 2019 - Present**     **Director of Digital and Creative Services**  
TYME Inc.; New York, NY
- Build brand awareness for TYME through digital channels by successfully planning and implementing system-wide digital communications strategies that manifest through all digital outlets (web, mobile, email, SEO/SEM, paid search and social media); are measured through digital/social analytics; and that foot to the overall objectives and goals of the Marketing and Communications team. Oversee creative production for all print collaterals.
- Jun 2014 – Jan 2019**     **Creative Director**  
JDRF International; New York, NY
- Responsible for shaping creative strategy and execution from conception through production to translate JDRF brand positioning, marketing objectives and goals into creative strategies and design. The creative strategies drive community engagement and increase donors and donations to JDRF. I have developed and nurtured close working relationships with those "clients" throughout the JDRF organization. I maintained the strength and integrity of the JDRF brand across print, video, digital, mobile, and event communication channels. I was also responsible for developing creative design concepts and approaches, ensuring the needs and requirements of over 70 Chapters were met with an up-to-date Digital Asset Management (DAM) system, overseeing multiple projects through execution in multiple channels and help to manage a team of designers and freelancers. A part of my day-to-day are managing, coaching and developing those designers, encouraging collaboration, innovative thinking, and constructive feedback in an engaging and stimulating environment. I worked closely with the AVP of Creative and Digital as well as the Senior Operational/ Project Managers to help manage all creative and production resources to provide quality products and services, on schedule, within budgeted cost parameters.
- Jan 2007 – Jun 2014**     **Art Director**  
Peppercomm; New York, NY
- Lead role in the design and production of print, identity, packaging, multimedia, digital, video and storyboarding
  - Responsible for the brand's overall aesthetic viewpoint and interpretation
  - Team director, overseeing design and task fulfillment
  - Train, supervise and provide art direction for junior designers Business development, manage vendors, serve as client liaison Maintain production schedules and budgets
  - Art director for photo shoots and press check
  - Design information architecture and user interface for on-screen applications
- Sep 2005 – Jan 2007**     **Graphic Designer/Production Designer**  
Adcetera Design Studio; Houston, TX
- Swing between the design/creative team and production artist while collaborating with copywriters on a daily basis
  - Brand Guide Manager: Ensures brand representation and quality control of brand rules and guidelines for AIG; and an understanding of EBS
  - Layout and design of AIG Corporate and HP collateral in the office: Pieces include publication ads, Producer and Consumer Guides, spec sheets, direct mail, CD, pocket folder, email blast, web header, trade booths, and rate books
  - Design/layout for PowerPoint templates
  - Retail POS displays, banners, print collateral for stores such as Best Buy, CompUSA and OfficeMax
- May 1999 – Mar 2005**     **Designer/CAD Architecture Designer**  
Gensler Studio 585; Houston, TX
- Graphic skills encompass signage, wayfinding, identity, branding and print
  - Design and produce a variety of print pieces such as catalogs, posters, flyers, proposals, annual reports and ads
  - Producing large scale presentational/ graphic banners as required per projects Attend press checks and review shop drawings as required per projects
  - Developed architecture sign and graphic systems in corporate, aviation, transits, education, retail and entertainment
  - Over sees and manage graphic/ branding projects such as Shell and BP ensuring high quality standards, meeting required budget and deadlines
  - Involved with Interior Designers in selecting color/ interior finishes

## CONTACT

### Portfolio

[justinlaudesign.com](http://justinlaudesign.com)

### LinkedIn

<https://www.linkedin.com/in/justinlau/>

### E-mail

[NYChoustonJ@gmail.com](mailto:NYChoustonJ@gmail.com)

### Phone

281.221.3838

## SKILLS/SOFTWARE

- ● ● ● ● **Advanced Adobe Creative Suite**  
InDesign, Illustrator, Photoshop, Acrobat PDF, Lightroom, Bridge, Spark
- ● ● ● ● **Advanced MS PowerPoint and Keynote**  
Creating and modifying templates; specialist in creating impactful presentation
- ● ● ● ● **Advanced InVision**  
Design and prototyping to demo user experiences
- ● ● ● ● **Advanced Sketch**  
Mockup and wireframing to illustrate ideas and promote collaborations among teams and clients
- ● ● ● ● **Advanced MS Word**  
Creating and modifying templates for Corporate Brand Identity
- ● ● ● ● **Proficient in MS Excel**  
Creating and modifying databases, tables and forms
- ● ● ● ● **AutoCAD**

## EDUCATION

### University of Houston Gerald D. Hines College of Architecture

- Bachelor of Architecture
- Bachelor of Environmental Design