

SUMMARY

Highly creative and Visual Storytelling Art Director with 3 years of experience in developing and executing successful advertising campaigns, print and branding campaigns, and social media campaigns. Experienced in working with talented Creative, visual designers and photographers, among others, to provide guidance and feedback to ensure the delivery of high-quality visual assets. In addition, I have relevant work experience in graphic design and photography. This contributes to my deep understanding of design principles, aesthetics and creative strategy, which enables me to conceptualize and execute engaging visual narratives that resonate with target audiences.

WORK EXPERIENCE

The Walt Disney Company

Jan 2023 – Jan 2024

Junior Art Director (Intern)

Orlando,Florida

- Creative Team Member - Disney Annual Pass (Magnet/Passholder stories /eNews), Hispanic Heritage, *Tron Lightcycle/Run*, *Epcot Flower&Garden Festival*, *Mickey's Not-So-Scary Halloween Party*, FL Res eNews, Photography and etc.
- Multiple collaborations with designers, copywriters and film production companies, among others, to create that align with Disney branding/vision campaigns. (Pitch Development and Presentation; Storyboard and Production; Casting and Pre-Production Involvement; Commercial Development Expertise.)
- Developed and executed social media content for Disney that resulted in a 30% increase in engagement, topping out at over 3,000 likes and 1,500+ comments.
- Acted as a photographer on several occasions to help the team complete shoots and deliver on time.

Savannah College of Art and Design (SCAD)

2022 – Present

Freelance-Art Director/Graphic Designer

Atlanta,Georgia

- Create and manage social media and special event marketing content for SCAD's (Savannah College of Art and Design) publications on both Chinese (WeChat) and global platforms. (art direction, creative strategy and graphic design.)
- Organized and delivered over 15 WeChat articles and 2 Creative marketing campaigns for SCAD. Views increased by 1,000. Attention and engagement increased by 35%.

SUPCASE Inc.

May 2022 – April 2023

Freelance Photographer

Atlanta,Georgia

- Successfully leading a comprehensive photo and video shoot for a commercial, I focused on promoting a phone case through creative and high-quality visuals. The objective was to engagingly showcase the product's features , design, and unique appeal.
- Additionally, my role involved planning and directing photography for advertising campaigns. Collaborating with a creative team and models to produce compelling images that enhance brand messaging and customer engagement, achieving a 95% client satisfaction rate.

Nike&SCADpro

Jan 2022 – March 2022

Art Director/Graphic Designer

Atlanta,Georgia

- Collaborated with multiple creatives to develop and design a style guide for Nike's 50th anniversary celebration.
- Communicate efficiently with the team to find solutions to problems, finalize and deliver satisfactory results to Nike.
- Developed and implemented strategies to improve the design process, resulting in a 15% reduction in project delivery time and a 20% increase in team efficiency.

EDUCATION

Master of Fine Arts: Advertising, 2019-2023, Savannah College of Art and Design, Atlanta, GA, GPA: 4.0

Bachelor of Fine Arts: Public Art, 2014-2018, Shenyang Normal University, Shenyang, China, GPA: 3.2

ACCOMPLISHMENTS

IDA 2022 - Honorable Mention, Rui Wang, 2022

The Young Ones - Silver, Multiple Owner - Rui Wang,Maddy Payne,Dominique Funchess, 2021

Shark Tank of Wellness Student Global Competition - Silver, Multiple Owner - Rui Wang,Peiwen Li; Zhongyue Ma; Yihao Yin, 2021

Academic Honors & SCAD Achievement Graduate Scholarships, Savannah College of Art and Design, 2019-2023

SKILLS

Creative Strategy, Art Direction, Graphic Design, Photography, Motion Graphic, Brand & Identity Design, Advertising Marketing, Copywriting, Social Media Marketing, Project Management, Adobe Creative Suite: Including Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, and basic Dreamweaver skills, Basic 3D Skills (Cinema 4D & Redshift), Microsoft Office Suite, Fluent in Mandarin and English.

Portfolio website: <https://www.monocruiwang.com/>
