

# ANGIE YUANMALAI

## ART DIRECTOR / CREATIVE

BA (HONS) Graphic Design / Advertising • 2:1 Degree  
Central St. Martins College of Art & Design • LONDON

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🇹🇭 Thai national - UK Tier 1 Work Visa

### / SKILLS

#### LANGUAGES

English NATIVE  
Mandarin FLUENT  
Thai FLUENT  
French INTERMEDIATE

#### SOFTWARE

Adobe CS4 Design Suite ADVANCED  
Microsoft Office 2008 ADVANCED  
Macromedia Flash INTERMEDIATE  
Final Cut Pro INTERMEDIATE  
Google SketchUp BASIC

#### STRENGTHS

- Creative concept & strategy development
- Knowledge of emergent technologies & trends
- Client facing
- Interface & interaction design
- Understanding usability & accessibility issues
- Managing team members & freelancers

### / PROFESSIONAL EXPERIENCE

JAN 2009 - PRESENT

#### MARKETTIERS4DC / LONDON

/ ART DIRECTOR

Supervising in-house staff and freelancers across the digital, video and print departments

CLIENTS INCLUDE

Confused.com, National Grid, Prudential, Harrods, Jaeger, Vodafone, Kellogg's, StudioTalk.tv

#### Digital

- Websites and brand identities
- Online user experience (UI)
- Social media platforms
- iPhone apps

#### Video

- Post production and video graphics
- Bespoke channel identities
- Physical and 3D virtual set designs

#### Print

- In-house and client promotional materials
- Managing production and liaising with printers

JUL 2005 - PRESENT

#### LDDDESIGNS / LONDON

/ CREATIVE DIRECTOR

My creative design company with a variety of clients from the fashion, hospitality and tourism industries

CLIENTS INCLUDE

Frankenbar, MINUK, Really Sporty, Know Nambia, Boujis, Amika, Ping Pong, Straight Up Liqueurs

#### Online

- Websites and brand identities
- Structuring online user experience (UE)

#### Promotional

- Menus, newsletters, flyers and posters
- Event concepts

#### Product design

- Brand identity and packaging

JUL 2007 - AUG 2008

#### CUNNING. / LONDON

/ CREATIVE & DESIGNER

Working on BTL advertising campaigns from the initial brief through to production

CLIENTS INCLUDE

Esprit edc, TK Maxx, ITV 1 Pushing Daisies, Target, Westfield, Bethesda, Agent Provacteur, ghd

#### Highlights:

Esprit edc at MTV's Europe Music Awards '08  
€1 million budget project

- Pitch strategy and art direction
- Campaign ideas and consumer experiences
- Rolling the new brand identity across shopfront displays, event booths, websites and promotional print

Bethesda's Fallout 3 game launch

£500k budget project

- Pitch strategy and art direction
- Brand identities and guerilla campaign ideas for POS, billboards, launch events, stunts, public spaces, festivals and promotional print

JUN 2006 - AUG 2006

#### TBWA / LONDON

/ ADVERTISING CREATIVE

Paid work experience as part of a creative team liaising with senior creatives on campaigns

CLIENTS INCLUDE

Aquadrops, Galaxy chocolate, Transport for London

#### MORE ABOUT ANGIE

- I come up with my best ideas in the shower
- I can work up to 42 hours without sleep
- My eyes make very strange, squishy noises when I rub them
- I collect animal shaped shower caps
- I make jewellery out of found buttons