

VICKY GUO

167 West 81st Street #4E
New York, NY 10024
646. 338. 9124
v@mode-v.com
<http://mode-v.com>

PROFESSIONAL EXPERIENCE

ART DIRECTOR, MARCH 2006 – PRESENT SOURCEMEDIA (THOMSON MEDIA), NEW YORK

Tasked with the design, production and presentation of creative projects for various internal marketing groups. I manage a staff of two Associate Art Directors and three contract designers. I am responsible for the workflow, client relations and overall quality of multiple concurrent projects at any given time. Day-to-day design duties include: brochure design, corporate identity and branding system development, advertising and marketing promotional collaterals design, HTML e-mail campaigns, web interaction design, and various media kits conceptualization and design.

SENIOR DESIGNER, AUGUST 2001 - MARCH 2006 INTERACTIVE MEDIA DEPARTMENT

PARADE MAGAZINE, CONDÉ NAST PUBLICATIONS, NEW YORK

Duties include timely web site redesigns to coincide with print publication, creation of interactive feature pieces, motion graphics design for special presentations and sales support, photo editing and retouching, promotional collateral design, marketing mini-sites, and designing e-mail campaigns. Managed various special projects and oversaw contract staff. Worked closely with editorial, technical, PR, marketing, and sales staff to gather disparate elements and requirements into a cohesive design solution.

FREELANCE ART DIRECTOR, JUNE 2001 - PRESENT MODE-V.COM, NEW YORK

Worked with clients from various industries including technology, fashion, publishing, music, e-commerce, hospitality, and ad agency. Responsibilities include storyboarding, project management, art direction, hands-on design execution from concept to completion of projects.

Client list: Aquent, South Sea Treasures, DXG Technology Inc., iPrefer Interactive, HauteZine, MIT Press, ScienceVsNature, Hosting.com, Modernista!, Best Western.

JUNIOR DESIGNER, AUGUST 2000 - MAY 2001 TALBOT DESIGN GROUP, LOS ANGELES

Duties included brochure design, catalog design, developing logos and brand identity elements of clients, web site design, and creating interfaces for interactive client pieces.

CONTRACT DESIGNER, APRIL - AUGUST 2000 ZATEC PRINTING INC., LOS ANGELES

Duties included designing corporate and promotional web sites, creating original illustrations for children's products, logo and identity designs, and working with printer services.

GRAPHIC DESIGNER, JULY 1998 - FEBRUARY 2000 A&R SPORTING GOODS, LOS ANGELES

Created original T-shirt designs for resale, designed brand identity and collateral materials.

EXHIBITION/AWARDS

DESIGN EXHIBITION

AIGA: 100 Views of Graphic Design
Guggenheim Art Gallery, Los Angeles

DESIGN FORTE AWARD

Food For Imagination
Netdiver.net, 2000

BEST OF SHOW

Senior Category
California State University, Fullerton

PUBLICATIONS

Work published in *Design Education In Progress: Process and Methodology, Volume 2 Type and Image*

SKILLS

Photoshop, Illustrator, Flash, DreamWeaver, GoLive, After Effects, InDesign, QuarkXPress, SoundTrack, Sound Studio, Dartmail, Final Cut Pro, Fireworks, pre-press

EDUCATION

Bachelor of Fine Arts in Graphic Design, May 2000
California State University, Fullerton

REFERENCES

Available upon request