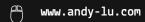
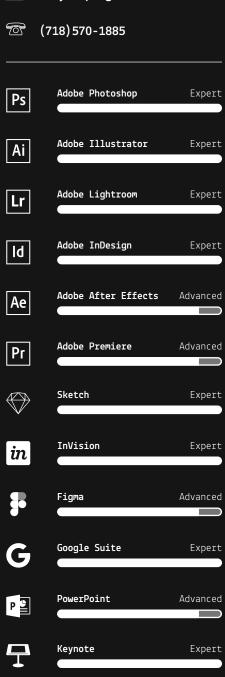
ANDY LU

A multidisciplinary designer & art director with 8+ years of experience.







CAPABILITIES

Art Direction, Design, Print, Social, Digital, Product, Strategy, Branding, Presentation, Photography, Retouching, Compositing, Video, UI & UX

OWNYOUR MEDIA

Design Lead / July 2020 - Present

- Direct the Unstoppable Film Fest 2020, which featured films that starred BIPOCs in the outdoors and/or was created by BIPOCs
- Create multiple design systems that permeate across web, social content, video graphics, animations, apparel, and sponsorship decks
- Manage the design team by defining process, principles, and design standards

VERIZON MEDIA

Senior Web Designer & Art Director / April 2019 - October 2020

- Created and implemented a modular design system to efficiently design, develop and launch the new homepage
- Led design sprints to drastically improve user experience, reduce bounce rate and increase time per session
- Managed workload and priorities between multiple projects and timelines
- Worked closely with development team, and provided user design prototyping and support
- Assisted in setting and maintaining project specifications and efficiencies, as well as creating new and refining current processes and workflows

AT&T/DIRECTV

Visual Designer / November 2018 - April 2019

- Designed and developed visual systems for campaigns and activations like Super Saturday Night, which trended #1 on Twitter and generated 21.6MM views
- Designed event lock-ups, collaterals, environments and apparel. Designed and animated pitch decks for brand campaigns and sponsorships
- Managed creative process of assigned projects to keep them on budget and on time

VAYNERMEDIA

Art Director / June 2015 - August 2017

- Reinvigorated Budweiser's social presence by executing against a new content strategy and art direction, which drove a 400% increase in Instagram following
- Worked in a highly collaborative, multidisciplinary environment to concept and produce photo & video content for social, digital and TV
- Worked with partnering agencies on outsourced work, to provide feedback and comments
- Conceptualized, art directed and led the production of "Special Delivery for Vets," a video campaign which generated 16MM views

UNIVERSITY AT BUFFALO

Bachelor of Fine Arts in Graphic Design / 2010 - 2014