





ANDY LU

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


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 (718) 570-1885

 Adobe Photoshop Expert



 Adobe Illustrator Expert




 Adobe Lightroom Expert




 Adobe InDesign Expert



 Adobe After Effects Advanced



 Adobe Premiere Advanced



 Sketch Expert




 InVision Expert



 Figma Advanced



 Google Suite Expert



 PowerPoint Advanced



 Keynote Expert



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