Darren Chang

DESIGNER / ART DIRECTOR

Los Angeles

AWARD-WINNING DESIGNER & ART DIRECTOR
Recognized for Meeting and Exceeding in Interactive Media, Advertising and Product Development within Deadline-Driven Environments

Comprehensive background leading creative design teams, including one of the world's premier entertainment companies. Demonstrated success integrating skills in design, advertising, marketing, digital media, design layout, photo retouching, and project and asset management. Known as a highly organized and effective team leader.

Experience

Sr. Design Manager

Verifi, Inc., A Visa Company

Los Angeles, CA
Sep 2019 - Present

Oversee all Marketing design projects and branding, from conception to delivery. Design original pieces including collateral, print ads, email graphics, social media posts and ads, web banners, online ads, full web page design comps, event booths and signage, PowerPoint documents, logos and icons, applying typography techniques, and other graphics. Provide digital graphic production art support and creative direction, including overseeing contracted designers' work to ensure high quality and timely delivery. Develop conceptual, detailed visual mock-ups to communicate high-level design strategies.

Art Director/Designer (Freelance)

Maritz

Torrance, CA
Mar 2018 - May 2019

Designs, creates and produces graphic communications (print, web, mobile) for use in client projects, events and for pre-sale activity for Acura, Honda, Nissan, Lexus and Toyota.

Designed and developed the 2019 Acura RDX brochure and provided ongoing design support for the B2B website based on the brochure (acurainfocenter.com).

Digital Art Director

MXM (Meredith Xcelerated Marketing)

Culver City, CA
Sep 2015 - Jan 2018

Designed and executed visual aspects of assigned digital and print projects. Worked as a team member with copywriters, design, account and production staff to meet client and Integrated Marketing goals and objectives on assigned projects. Designed Allergan (pharmaceutical), Benjamin Moore Paints, McCormick Espanol, and Chuck E. Cheeses, as responsive websites increasing functionality for multiple devices (desktop, mobile, tablet).

Associate Art Director (Supervisor Interactive Design)

El Segundo, Ca
Mar 2013 - Mar 2015

Mattel

Responsibilities:
Served as Supervisor of Creative Development, art directed, mentored and led establishment of clear design direction for Mattel branded websites. Managing a team of 3 Senior Designers in development of creative concepts and execution of fully realized design solutions. Steward of assigned brand(s), ensuring solid, unified look and feel across multiple digital platforms (responsive, Internet, mobile, tablet, console, and games). Managed creative efforts of external developers ensuring deliverables were of highest quality, aligned with brand and met all objectives.

Accomplishments:
- Established Hot Wheels fully responsive (desktop, mobile, tablet) site. Assessed what was required and managed efforts, delivering great results and increasing page views by 35%.
- Led charge in many conversion-focused features, introducing enhanced wish lists, email sign up, and tracking where to buy.
- Developed Hot Wheels registration and Mattel global registration.
- Adopted agile methodology, inspiring others by staying positive and results oriented as company underwent substantial organizational changes.

Visual Designer (Freelance)

Glendale, CA
Sep 2012 - Dec 2012

Walt Disney Parks and Resorts Online

Responsibilities:
Contracted specifically to provide design support for 2012 launch of Walt Disney Parks & Resorts Online website. Created detailed Redlines as style guide reference and call-outs for web page designs for internal and external development teams and studios. Ensured 30+ local and international studios adhered to design guides and specifications for site design.

Senior Visual Designer (Freelance)

The Walt Disney Studios

Burbank, CA
Jun 2012 - Jul 2012

Responsibilities:
Contracted for temporary fill-in, helping support staff and developing design experiences across web, mobile, tablet, or desktop software while Design Lead was out on leave.

Senior Visual Designer (Freelance)

One/X Advertising

Culver City, CA
May 2012 - May 2012

Responsibilities:
Developed 3 Mobile and Tablet APP concepts for Disney Monsters Inc, Monster Factory Drawing APP where drawing becomes physical product, Wreck it Ralph game APP and Lone Ranger Game APP that connected to social media. APPs aligned with new movies.

Art Director (Freelance)

Lunchbox Shopper Engagement Solutions

Culver City, CA
Feb 2012 - Apr 2012

Responsibilities:
Designed Disney Pixar Cars landing page and Spiderman page on Walmart.com, aligning with most recent movie releases by showing latest products available as well as reinforcing expected shopping engagement.

Art Director (Freelance)

24 Productions

Irvine, CA
Sep 2011 - Feb 2012

Responsibilities:
Developed design direction for Toshiba Android tablet in-store demo APP that was displayed on Toshiba Excite 10 and Toshiba Excite 13; developed website design for Toshiba intranet, and created presentation sales deck for TV spot for Bosch.

Art Director

North Hollywood, CA
Apr 2008 - Sep 2011

Disney Interactive Media Group (DIMG)

Responsibilities:
Led creative direction of Disney•Pixar The World of Cars Online, Pirates of the Caribbean Online and Toontown Online websites. Established, executed, and managed web and print publishing aspects for all marketing and communication materials.

Accomplishments:
- Launched Cars website and connectivity between virtual online world and Cars 2: The Video Game on Nintendo DS(TM), Wii(TM), XBOX 360® and Playstation®3 platforms.
- Partnered with Marketing and Production, developing programs with third party sites that resulted in +106% increase in new acquisitions.
- Managed collaboration between the Design Team, Marketing, Pixar and external company partners that ensured highest-quality production and stakeholder standards.
- Designed Cars promotional inserts and magazines ads for Cars: The Movie / Mattel Die Cast Cars Collection packaging and Franchise Special Interest magazine.

Lead Designer (DIMG)

Disney Interactive Media Group (DIMG)

North Hollywood, CA
Jul 2000 - Apr 2008

Responsibilities:
Managed 3 designers and responsible for creative development of marketing materials for boy's "Online Virtual Worlds" (MMORPG) websites: Toontown Online, Pirates of the Caribbean Online, and The World of Cars Online and Disney's Blast and Disney's "Casual" branded games.

Accomplishments:
- Designed publishing and marketing assets for both digital and printed content.
- Created and established product logo and brand identity for girl's MMORPG for Disney Fairies Pixie Hollow and achieved sign-off from Pixar within tight deadlines.
- Developed creative for first Online Game cards for Disney Blast, Toontown Online, and Pirates of the Caribbean that were produced for retail stores.
- Collaborated with Disney Marketing, external Ad Agencies, AT&T and other third parties, producing cards for Walmart, Target, Safeway, Ahold, and 7-Eleven.
- Designed and art directed Disney Game Downloads websites, creating unified and consistent experience across 9 game titled websites.

Senior Designer

Disney Interactive Media Group (DIMG)

North Hollywood, CA
Oct 1999 - Jul 2000

Responsibilities:
Led Creative for production on top levels of Disney.com and provided overall creative solutions for Disney.com graphic design needs. Created global design elements and set style for main navigational pages for top-level sections of Disney.com and supported AD Sales sponsored sites.

Accomplishments:
- Redesigned Disney.com global navigation that increased user and page views 15%.
- Created first sponsored website to partner with Disney.com (COMPAQ).
- Completed over 30 advertising sponsorship projects, supporting Ad Sales Marketing initiatives and generating revenue for Disney.com.

Digital Illustrator

Team One Advertising

El Segundo, CA
Oct 1991 - Oct 1999

Responsibilities:
Teamed with Art and Creative Directors to provide layout design, web animation and image retouching for clients including Lexus, Air New Zealand, America West, Team One Website, Yonex, and City of El Segundo.

Education

Bachelor of Arts

California State University Long Beach

Long Beach, CA

Associate of Arts

El Camino College

Torrance, CA