

# ANdrew Yeung

## Art Director

www.andrewisme.com

I began my career in Australia almost 8 years ago and have been working in Toronto since September 2007. My international experience includes work on a variety of brands and divisions for such companies as; The National Australia Bank, The Royal Bank of Canada, Ford, Chrysler LLC, Procter & Gamble, Mars, Hewlett Packard, Foster s Group, Monster, Wrigley and the Ontario Government. Be it a campaign or long term web presence, my online expertise has allowed me to play a key role in some of the best shops in Canada and Australia. Where next?

## Experience

### **Proximity Canada** Art Director

Toronto, Canada. December 2007 - Present (2 years 9 months)

- » Launched Mars Pet Food s new premium product (naturaldefense.ca).
- » Assisted HP U.S and Canada for their OJP and Laserjet Printer 09-10 awareness campaign (hp.ca/putmetowork).
- » Created the web presence for Wrigley s 2010 Olympic campaign (chewtowin.ca) and collateral campaign The Canadian Athletic Spirit Awards .
- » Crafted the CRM templates for Monster.com s global electronic communication, this being the turning point for Proximity acquiring monster.com as a global client.
- » Took on the lead interactive art director role for the 2008-2009 RBC brand relaunch.
- » Main Architect for the first ever web presence for New Balance in Canada. LoveRunningMore.ca was a social network for runners.

### **Organic** Art Director

Toronto, Canada. September 2007 - December (3 months)

- » Assisted with the re-launch of ChryslerGroupLLC.com.
- » Helped with the U.S launch of the 2008 Dodge Caravan.

### **Clemenger BBDO** Senior Interactive Designer

Melbourne, Australia. April 2007 - May 2007 (2 months)

- » Brought in my expertise on Clemenger s newly acquired client, The National Australia Bank.
- » Developed online ads for the launch of the Jeep Compass.

### **George Patterson Y&R** Interactive Art Director/Designer

Melbourne, Australia. June 2005 - March 2007 (1 year 10 months)

- » Assisted Yellowpages.com.au in its relaunch as Yellow.com.au and launched it s newly added equity, Yellow Mobile.
- » Lead art director on the National Australia Bank credit card account.
- » Helped sister agency Wunderman with my online expertise on Ford Australia and Origin Energy.
- » Provided assistance on campaigns for the 2 national sports governing bodies: the Australian football League and Cricket Australia.

### **Ansearch Ltd** Lead Creative

Melbourne, Australia. March 2005 - June 2005 (4 months)

### **Curtin University of Technology** Designer

Perth, Australia. February 2003 - December 2003 (11 months)

## Education

### Swinburne University of Technology

Graduate Certificate, Multimedia Design  
Melbourne, Australia. 2004 - 2005

### Curtin University of Technology

Bachelor of Art, Multimedia Design  
Perth, Australia. 2000 - 2002

## Skills

- » Proficient in both English and French
- » Adobe Creative Suite ( including Flash and After Effects)
- » CSS/HTML/ActionScript/Javascript
- » 3d + Motion Graphics
- » Microsoft Office
- » Paper prototyping

## Honours and Awards

- » Silver Cassies 2008- Event and seasonal - Colon Cancer Check
- » Australian Interactive Media Industry Association (AIMIA) Winner  
- 2006 Best Student Developed Content - Pic Me Up
- » AIMIA Finalist - 2004 Effectiveness Award - Barry Hall - Hall of Fame
  
- » 2002 Best Overall Multimedia Graduate - Curtin University School of Design
- » Member of Curtin University Vice-Chancellor s (VC) list. Membership to the VC s List is granted at the completion of each semester to the top one per cent of undergraduates across all disciplines.
- » Member of the Golden Key International Honour Society.

Reference available upon request

