



JENNIFER LAU

senior art director

818.472.5585
jennifer.lau5@gmail.com
www.jennlau.com | @SocialJenn

SKILLS

mac | pc

Photoshop Illustrator InDesign
Basic Premiere Pro Basic AfterEffects Campaign Across Media Platforms
Mobile & Site Design Social Media Strategy Conceptual Thinking

CREATIVE EXPERIENCE

September 2016 | Present

Senior Art Director | *Carrot Creative, New York, NY*

bareMinerals Suave Tresemme
Magnum Caress

- Concepting and creating some amazing cross-platform work for multiple clients

January 2014 | March 2016

Senior Art Director | *Razorfish/Roar Groupe, New York, NY*

- After helping win Chase's digital A.O.R. for Publicis, helped create and launch new cross-agency group between Digitas, Razorfish, Moxie, Zenith, & Rosetta
- Lead projects and designs for mobile, social, websites, and emails for Chase Freedom and Ink from Chase

November 2009 | January 2014

Senior Art Director | *Rosetta, New York, NY*

Chase Sapphire OfficeMax Fleisher's Grass-Fed & Organic Meats
DirecTV BOAKS Beer Dannon

- Worked on multiple new business pitches
- Designed and conceptualized for print, online, mobile applications, as well as unconventional media like store experiences
- Co-lead the agency's culture and engagement team for the New York office

June 2009 | September 2009

Creative Intern | *BBDO, New York, NY*

Bank of America FedEx M&M's
Pizza Hut Hyatt Monster.com

January 2009 | June 2009

Creative Intern | *Vitro, San Diego, CA*

Newcastle Brown Ale IHOP Kyocera
P.F. Changs ASICS Yamaha

EDUCATION

June 2009

The Art Institute of California - San Diego

Bachelor of Science in Advertising | Emphasis in Art Direction | Highest Honors, Alpha Delta Sigma

December 2006

University of California, Riverside

Bachelor of Science in Anthropology | Emphasis in Culture and Archaeology

AWARDS

- 2015 Midas Awards | Silver
- 2012 DMA ECHO Award
- 2012 Caples Awards | Bronze, Finalist in 4 categories
- 2012 Communication Arts Annual
- April 2012 Featured in Luerzer's Archive
- 2010 San Diego Student ADDYs® Award | Best in Show, 1 Gold, & 2 Bronze
- 2009 Applied Arts Student Awards Winner
- 2009 American Advertising Federation's Most Promising Minority Student
- 2009 CMYK Volume 44 Contest Winner
- 2009 San Diego Student ADDYs® Award | 2 Bronze & a People's Choice
- 2008 San Diego Student ADDYs® Award | People's Choice