



Creative | Thoughtful | Solutions

I apply design thinking to solve communication needs, translating business goals into successful outcomes with visual grace.

Organized self-starter with solid client skills who enjoys collaboration and can work as project lead or team member.

- Creative direction
- Branding and identity
- Print and digital
- Photo and art direction
- Presentations and webinars
- Video
- Corporate storytelling
- Infographics

SKILLS: Adobe Creative Cloud (Xd, InDesign, Illustrator, Photoshop, Lightroom, Premiere, AfterEffects, Bridge); Microsoft Office (Excel, Office, Word and PowerPoint); Apple Keynote; web- and cloud-based management and collaboration tools Zoom, Ring Central, Basecamp, Dropbox, Evernote, Google Docs, Slack, Join.me, Skype, WordPress and others

PROFESSIONAL EXPERIENCE

Baker Brand Communications

Design Director

Design lead and co-creative direction and primary client contact on a variety of projects from conventional printed collateral to short videos and branded site installations.

- Created and co-produced written and visual content for a variety of mostly corporate accounts.
- Developed identity for successful bio-pharma brand that positioned them for eventual J&J acquisition.
- Designed guides, spirit books and launch videos in support of brand strategies and visual expressions.

Capital Group / American Funds

Senior Graphic Designer

Designed and produced industry-leading presentations, webinars and educational videos with senior writers and key stakeholders. Supported quarter-end data reports and marketing initiatives across multiple channels with clearly articulated smart graphics and brand narratives.

- Increased sales of target date funds by 81% and growth of assets by 38%.
- Developed look and feel for proprietary advisor tools and corresponding reports with Morningstar.
- Reduced time to market and increased productivity by advocating for use of Adobe tools including InCopy for publishing workflow; developed proof-of-concept and in-house training materials.

Yee-Ping Cho Design

Owner and creative director

Ongoing. Responsible for all aspects of the business. Proven expertise in serving the needs of corporate storytelling and visual communications. Strategically partnered with a network of creative talent.

Baker Brand Communications

Vice President and Associate Design Director

Design lead on branding and corporate collateral in a fast-paced, multi-tasking environment.

- Developed systems, helped grow book of business and studio from seven employees to over 20.
- Managed projects and content development with team of staff writers and outside vendors.
- Supervised two junior designers and two senior designers.

YEE-PING CHO

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RELATED EXPERIENCE

TypeEd

Guest instructor

Developed curriculum and lead workshops for Pressed for Type, a quarterly class for creatives (and those who support them) that introduces basic production knowledge and its influence on upstream design considerations.

Venice Arts

Photo mentor, volunteer

Worked as a teaching associate with members of the low-income and under represented community to develop and share their stories through photography.

The Art Institute and Art Center College of Design

Adjunct instructor

Lead workshop format that introduced students to professional practice and real clients in the community; produced thoughtful, creative solutions tempered by real-world considerations.

Developed syllabi and taught upper-level classes geared towards portfolio preparation with focus on tradecraft and career development.

EDUCATION

- BFA Graphic Design, Arizona State University
- InDesign Secrets conference: David Blatner
- Design Educators 2: Art Center College of Design
- Digital workflow for photographers: Rob Galbraith
- Studio lighting: UCLA Extension
- The business of design: UCLA Extension

AWARDS

Communication Arts; Print; Graphis; New York Art Director's Club; Type Director's Club; Library of Congress permanent collection; Published in "The Graphic Eye: Photographs by Graphic Designers from around the Globe"

MEMBERSHIP

American Institute of Graphic Arts (AIGA)