

## YEE-PING CHO

5738 Canterbury Drive | Culver City, California | 90230  
310.415.9170 | ping@ypcdesign.com | www.ypcdesign.com  
www.linkedin.com/in/ypcdesign



### AWARD-WINNING ART DIRECTOR AND GRAPHIC DESIGNER

Efficient at translating business needs into workable, creative solutions and managing expectations along the way. Organized self-starter with solid client skills; enjoy collaboration and can work as project lead or as team member.

- Press supervision
- Photo and art direction
- Social media
- Branding and identity
- Graphic design for print and digital
- Photography
- Project management
- Corporate collateral and invitations
- Presentations and webinars

Skills: Microsoft Office (Excel, Office, Word and PowerPoint); Proficient with Basecamp, Dropbox, Evernote, Google Docs, Join.me, Skype, Weebly and other web- and cloud-based management and collaboration tools; Fluent in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, Premiere, Bridge) and Apple Keynote; Mac and PC literate.

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#### professional experience

**Capital Group / American Funds** | 2007-2014 | Los Angeles

*Senior Graphic Designer*

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

- Reduced time to market and increased productivity by advocating for use of Adobe InCopy as part of publishing workflow; developed proof-of-concept and in-house training materials for same.
- Increased sales of target date funds by 81% and growth of assets by 38% with latest campaign.
- Developed look and feel for proprietary advisor tools and corresponding reports with Morningstar.
- Implemented new branding standards from Landor across a diverse set of communications materials.

**Yee-Ping Cho Design** | 2002-PRESENT | Culver City

*Owner and creative director*

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 branding and communication firms and available for contract work and consultation.

**Baker Brand Communications** | 1990-2000 | Santa Monica

*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.
- Supervised two junior designers and two senior designers.
- Managed projects and content development with staff writers and outside vendors.

**Cross Associates** | 1987-1990 | Los Angeles

*Graphic Designer*

Designed and produced annual reports, corporate identities and collateral. Well-versed in pre-press, offset litho supervision (web/sheetfed), paper engineering and photo/art direction.

- Increased sales and achieved top-of-mind awareness for Simpson Paper by creating award-winning marketing promotions that featured compelling visuals and innovative printing and finishing techniques.

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### related experience

**Venice Arts** | 2014 | Venice

*Associate photo mentor, volunteer*

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

**Art Center College of Design** | 2003-2005 | Pasadena

**The Art Institute** | 2000-2002 | Los Angeles

*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.

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### awards and recognition

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"

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### education

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

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### membership

American Institute of Graphic Arts