

# YEE-PING CHO

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## AWARD-WINNING ART DIRECTOR AND GRAPHIC DESIGNER

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

- Photo and art direction
- Corporate storytelling
- Branding and identity
- Presentations and webinars
- Infographics
- Print and digital
- Financial services
- Fortune 500
- Non-profit

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.

## PROFESSIONAL EXPERIENCE

### **CAPITAL GROUP / AMERICAN FUNDS, Los Angeles, California**

**2007 – 2014**

#### **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, Culver City, California**

**2002 – PRESENT**

#### **Vice-President and Associate Design Director**

Responsible for all aspects of the business. Strategically partnered with a network of communication firms and available for contract work and consultation. Actively seeking full-time employment opportunities.

- Proven expertise in serving the needs of corporate storytelling and visual communications..

### **BAKER BRAND COMMUNICATIONS, Santa Monica, California**

**1990 – 2000**

#### **Vice-President and Associate Design Director**

Design lead on brochures, annual reports, branding and 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, Los Angeles, California**

**1987 – 1990**

#### **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 innovative printing and finishing techniques.

## RELATED EXPERIENCE

### VENICE ARTS, Venice, California

2014

#### Associate photography 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, Pasadena, California

2003 – 2005

### THE ART INSTITUTE, Santa Monica, California

2000 – 2003

#### 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.

## AWARDS, RECOGNITION AND PUBLICATIONS

- 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"

## EDUCATION AND PROFESSIONAL DEVELOPMENT

- 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

## MEMBERSHIPS

American Institute of Graphic Arts (AIGA)