YEE-PING CHO

310.415.9170 | loschos@gmail.com | www.ypcdesign.com
www.linkedin.com/in/ypcdesign | @ypcsnaps.com

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

PROFICIENT: Adobe Suite (XD, InDesign, Illustrator, Photoshop, Lightroom, Premiere, AfterEffects, Bridge); Microsoft Office (Excel, Office, Word and PowerPoint); Apple Keynote; Live Surface; web- and cloud-based management and collaboration tools including Zoom, Teams, Basecamp, Dropbox, Evernote, Google Docs, Slack, Join.me, Skype, WordPress and others

COMPETENT: Figma, SketchUp

PROFESSIONAL EXPERIENCE

Baker Brand Communications

Design Director
Design lead on branding and corporate collateral in a fast-paced, multi-tasking environment. Primary client contact on a variety of projects from conventional printed collateral to short videos and branded site installations.

- Developed systems; helped increase book of business and studio from seven employees to 20+.
- Managed projects and content development with team of staff writers and outside vendors.
- Supervised two junior designers and two senior designers.
- 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.
- Content creation for marketing across multiple platforms.

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.

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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.

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.

PRO BONO

Venice Arts

Photo mentor and teaching associate
Developed individualized story narratives driven by the interests of each student with the goal of exploring their emotions and using photography as a means for self reflection and expression.

Big Sunday

Photographer
Provided photographic coverage for a variety of non-profit organizations across Los Angeles county. Photos were used for marketing and social media campaigns.

Reading with kids

Reader
Worked with K-5 students from under-served communities in Los Angeles by reading and developing age-appropriate craft projects to support comprehension.

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

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"

MEMBERSHIP

American Institute of Graphic Arts (AIGA)