

22

YEARS OF EXPERIENCE

Digitas HONG KONG, CHINA
JUL 2018 – DEC 2018
CREATIVE DIRECTOR CONSULTANT

Conceive and implement design concepts, guidelines and strategies in various digital marketing projects by streamlining the workflow and expectations on both creative and production elements, then single-handedly finished the playbook for Shangri-la which had some prior creative differences between both parties. And oversee new employee training for that summer

Donath Comm NEW YORK, NY
OCT 2011 – CURRENT
CREATIVE CONSULTANT

Crafting brand design and communication elements, managing complex, multi-stakeholder projects, and achieving goals on time and within budget On-demand / Dropship style campaigns and events for clients like Chase, TDAI

Carpenter Group NEW YORK, NY
JUN 2008 – SEPT 2012
DESIGN DIRECTOR CONSULTANT

Managing motivating freelance talents, and as a design lead on creating visual design solutions that solve both B2B/B2C's user and business needs to increase the visibility and brand equity, micro-site development to 360 gorilla marketing campaign implementation for mostly financial clients such as Nasdaq, ADP, Altegris and some non-profits

Adventure House NEW YORK, NY
FEB 2005 – SEP 2005
FULLTIME SENIOR DESIGNER

mNovak Design NEW YORK, NY
FEB 2003 – FEB 2005
FULLTIME GRAPHIC DESIGNER

Lacoste USA NEW YORK, NY
OCT 2008 – 2016
DESIGN DIRECTOR CONSULTANT

Implemented the official French brand and strategies into the USA market, executed all the materials for instore, internal, external material, from employee handbook, seasonal merchandising manuals, POP, popup store graphics to extensive sponsorship of sporting events

Chaumet HONG KONG, CHINA
JUL 2014 – CURRENT
CREATIVE CONSULTANT

Internal communication design

Morgan Stanley Smith Barney & Morgan Stanley Investment Management NEW YORK, NY

MAY 2009 – AUG 2010
FULLTIME ART DIRECTOR

In charge of all print and online Van Kampen retail banking collateral materials for Morgan Stanley

Lehman Brothers NEW YORK, NY
NOV 2005 – APR 2008
FULLTIME SENIOR DESIGNER

Developing and conveying ideas, data, and business concepts clearly in written and visual format. Interacted with executives and other senior levels employees in order to influence, persuade, gain support, input and approvals. Managing freelance talents, and the creative of both internal and external print/online mass marketing materials for Lehman Brothers and Neuberger Berman

CNET Networks SAN FRANCISCO, CA
OCT 1998 – 2001
FULLTIME GRAPHIC DESIGNER

EDUCATION

MAY 1998
California State University,
Long Beach — Bachelor of
Fine Arts, emphasis in Visual
Communication & Marketing

Art Center College of Design,
Pasadena

AWARDS / SCHOLARSHIP

Graphic Design USA,
Excellence in Promotional Design
2004

Emmy Award
1998/99 - Best Graphic Design
(The New Edge)

Achievement Award
Windows to the World Logo
Competition

Achievement Award
Long Beach
World Trade Week 1997
Poster Competition

Honor List/Dean List
1991, 1992, 1994

Art Center at Night
Full Scholarship Spring term 1991

SKILLS

Fluent in working with different platforms and software: Mac OS, Android, Windows, Adobe Creative Cloud Suite, knowledge of HTML5/Flash/jQuery

Specialized in front-end web design & architecture, prints, infographics, annual reports

Other hands-on-skills:
Acrylic paintings, wood work, photography, digital retouch, pottery, event art, floral design, interior decoration design, marker comps, and watercolor painting.

55+

PARTNERS / CLIENTS

FINANCIAL / INSURANCE

- ADP
- Adelman Katz & Mond LLP
- Allianz
- Altegris
- American Express
- Ameriprise
- Astoria Federal Savings
- Blinken Carr LLP
- Broadridge
- Deloitte
- GM Asset Management
- Guy Carpenter
- HSBC
- JP Morgan Chase
- Korean Central Mortgage
- Lehman Brothers
- Libertus Japan
- MasterCard
- Morgan Stanley
- Morgan Stanley Smith Barney
- New York Life
- Neuberger Berman
- Robeco (www.robecoinvest.com)
- SEI Investments
- Stifel Nicolaus
- TD Ameritrade Institutional
- TIAA
- Van Kampen

ONLINE PORTALS

- CirrusCTMS.com
- CNET.com
- Everwish.com
- HomeConditioning.com
- MySimon.com
- TalentRover.com
- ZDNet.com

RETAIL / HOSPITALITY

- bebe
- Cliff von Edge
- Benu Recordings
- Lacoste USA
- Peacefood Cafe
- Playwrights Horizons
- Redwood Creek
- Rubin Singer
- Shangri-La Hotels and Resorts
- Thousand Islands Inn
- Uniko Vida

NON-PROFITS / HEALTH CARE

- American School Counselor Association
- Dress For Success
- Girl Scouts of USA
- Memorial Sloan-Kettering Cancer Center
- Metlife
- William Lee DDS

PR / MARKETERS / ETC

- Havas Worldwide
- Hong Kong Economic & Trade Office
- iO-Media
- K+ Design
- Karr Graphics Printing
- Weber Shandwick

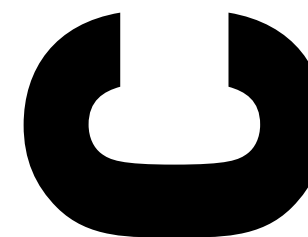
简历

Résumé

Currículum

Curriculum vitae

履歷書



CHUAN



ERIC CHUAN DESIGN

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1747242eric@gmail.com

www.ericchuan.design

AGENCIES / STUDIOS

IN-HOUSE



window with a vivid skyline for inspiration, a few sheets of drawing paper and a pack of 12 colored pencils, they could keep me, age 6, occupied for an entire afternoon with-out any complaints.

Hello, my name is Eric Chuan.

Fast forward to the present: my creative work is basically the same, well almost — instead of just a generic skyline of buildings, I imbue positive messages for companies which occupy these skylines. Using not just colored pencils, but smart, provocative, conceptual work I cover editorial ideas, campaign covers, brands and various print, digital and online visual communication campaigns.

As a true *hybrid creative*¹ of art direction and design, whose generation bridges traditional graphic design and

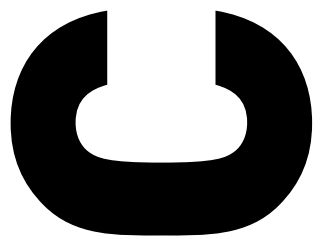
the millennial digital world. The traditional print-heavy design experience together with current digital design forms have enabled my ability to adapt to any growing evolution of this ever-changing marketing world.

Dedicated to the value of exceptional design practices such as inventive strategies and productive branding campaigns is my core strength along with my client service goes beyond the usual job description of a graphic designer. This is exemplified by enduring results — I helped businesses define their offerings to a precise degree so their audience can understand it in seconds and make an informed decision; remove the clutter and make it look beautiful; eliminate the fluff and create an interface their clients want to play with. My tireless curiosity goads me to constantly explore new, current design trends, typography, imagery, technique and illustration. My father once said I

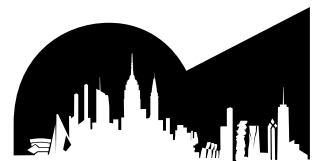
could be a professional investigator because of my intuitive ability and photographic memory. These have contributed tremendous advantage for me to mesh-create work which transcend latest styles in an efficient and innovative manner.

Having lived in four world renowned metropolian areas and now based in New York City, I've gained experience working with in-house teams of Fortune 100 corporations, at design studios, and as an independent contractor in all industries, such as public relations, fashion, advertising, marketing, finance, healthcare, education, and publishing. My creative skills include website design & architecture, gorilla online campaigns, strategic brand solutions, conference/exhibition design, and all printed matter and beyond. They say “a picture speaks a thousand words,” and the next few pages of work speak for itself.

你好。
Hello.
¡Hola!
Salut.
こんにちは。



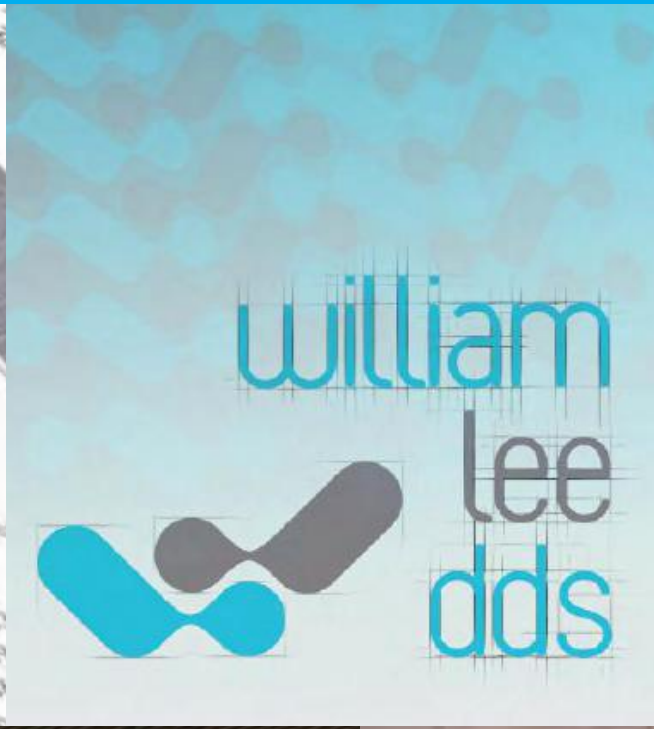
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¹A strong creator with multi-skilled talents who can stretch and fill multiple roles at once yet willing to keep learning. He/She may have to plan, shoot, edit and finish an entire project without any other collaborators, only essential crew and input from the client BUT always maintain a level of humility and resolving to never believe “you know it all” or that you can do it alone.



商标牌子
Brand Identities
Branda Identeco
Identité de Marque
ブランド



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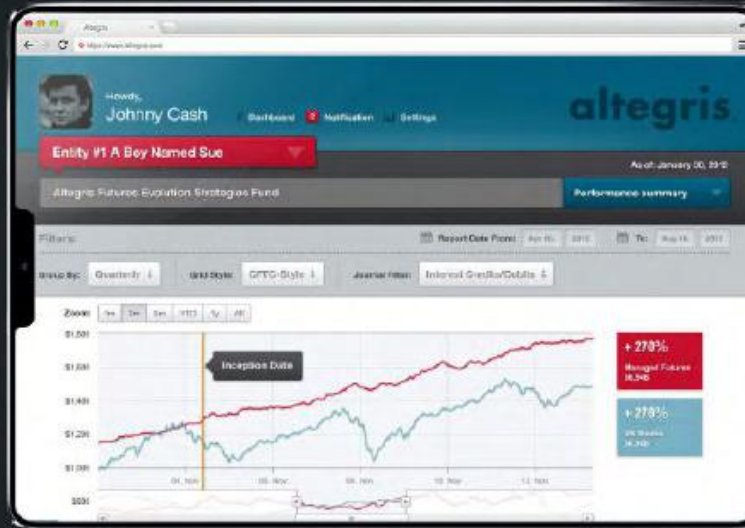


金融财经
Financial
Financo
La finance
ファイナンス



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My Account Settings

Summary Views

- 70% Assets View (Open or closed asset legs) Expand
- Entity Composite View (Open or closed asset legs) Criteria
- Managed Accounts Summary View (Open or closed asset legs) Expand
- Funds Summary View (Open or closed asset legs) Expand

List Views

News Feed

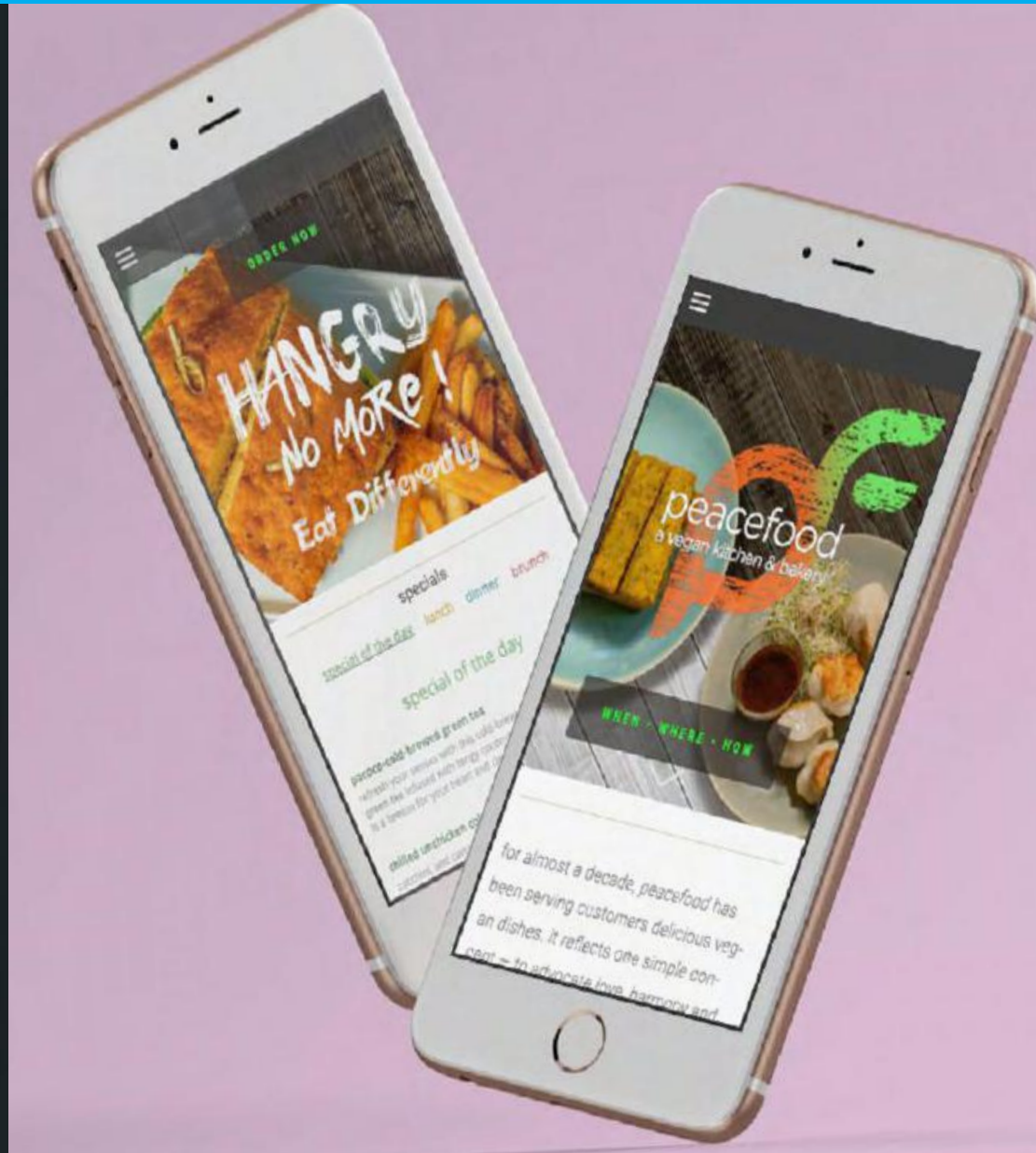
How much return can I expect?

Leag/Short Equity Opportunism in the Best Sense of the Word.

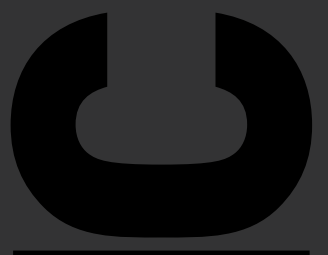
The Case for Liquid Alternative Investments.

Guide to Altegris Research and Investment Process.

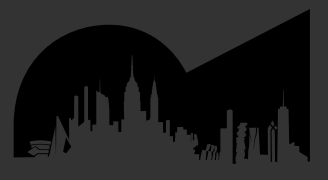
Date	Valuation Summary
01/21/12	Abraham Trading (Diversified) 01/21/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/19/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/18/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/17/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/16/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/15/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/14/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/13/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/12/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/11/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/10/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/09/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/08/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/07/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/06/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/05/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/04/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/03/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/02/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US
01/01/12	Abraham Trading (Diversified) 01/20/12 01/19/2012 TRAC 00 1 SWISS FRANC (Sep-2012) 105,001,143 US



万维网
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Cifereca
Numérique
オンライン



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Ekspozicio
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This file is in 1:10 scale
(383 mm TO 3830 mm)



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