



I'm an art director with a wealth of knowledge and insight towards graphic and product design. I'm dedicated to creating memorable, user centric experiences through conceptual problem solving. My goals are to focus my efforts toward promoting social good, while leading and mentoring others to produce outstanding, innovative product designs and user experience.

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**EXPERIENCE**

**Code D'azur**

*Nov 2019 – Nov 2021*

- Led and mentored a team of junior UX and UI designers on various product design projects
- Conceptualized the online experience for a video-series marketing campaign for Polestar US, and led the design team to achieve a high quality final product
- Led the product design on establishing a user-centric process for reserving and ordering a vehicle within the Polestar US commerce site, and created the visual design of web experience
- Conceptualized the structure and look & feel for a digital campaign for IMC's intern recruitment

**WFT Productions**

*Aug 2013 – Current*

- Design director and product co-lead for several apps on iOS and Android platforms
- Collaborated closely with developers from conception to completion, including ground level ideation, feature mapping, user flow, branding & design, post-launch iterations and updates
- Early adopter of augmented reality technology and crafted the user interface for the product

**Publicis Sapient**

*Jan 2018 – Oct 2019*

- Freelance associate creative director working on digital design and product design
- Worked with client-side design team at Comcast to advance and standardize their overall design system, implementing best practice methodologies and improved workflow tools
- Prototyped a voice app for HSBC, and participated in user testing and contextual interviews

**J Walter Thompson**

*Aug 2016 – Dec 2017*

- Worked as a senior art director with the design team on several ad campaigns, brand development projects, and new client pitches
- Responsible for junior designers and interns who helmed their own projects for various clients
- Was a key member of the team for The News Literacy Project's ad campaign, with roles encompassing type design, print and digital design, as well as mobile app design

**Freelance Art Director**

*May 2009 – Aug 2016*

- Worked at various ad agencies such as BBDO, Grey, DDB, Razorfish, and Publicis
- Helped teams on responsive web design for clients such as State Farm, Samsung, and GE
- Worked in-house for Conde Nast doing editorial layout design for Bon Appetit magazine, with an emphasis to help them establish digital editions for tablet devices
- Spent time in-house for NFL to create Super Bowl collateral as well as team branding refreshes



# STEVEN LAO

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## EXPERIENCE CONTINUED

### The Mixx

*Jan 2007 – May 2009*

- Conceptualized and implemented a multi-facted ad campaign for Top of the Rock, including print & web advertising, environmental graphics, and art direction on photoshoots
- Designed advertising and print collateral for Madison Square Garden and Mercedes Benz clients
- Developed identity and brand collateral for several real estate clients based in NYC

### Borsa Wallace

*Nov 2005 – Dec 2006*

- Worked on the design team for branding, print design, and packaging
- Created specialty packaging aimed at influencers and editors for health & beauty clients such as Sephora, Crest, and Pantene

### Jolly Design

*Sept 2002 – Nov 2003*

- Was the principle designer on various projects with roles including client liaison, identity conceptualization, design & implementation, vendor sourcing, and print production
- Worked on print and supplemental materials design for Mothers Against Drunk Driving

## SKILLS

Brand & identity design  
 Interactive design  
 iOS and Android design  
 Product design  
 Responsive web design  
 Advertising

Editorial layout  
 Brand systems design  
 Packaging design  
 Environmental graphics  
 Screenprinting  
 Photography

Adobe Illustrator  
 Adobe Photoshop  
 Adobe InDesign  
 Adobe XD  
 Figma  
 Sketch and InVision

Languages spoken:  
 english (native)  
 cantonese (intermediate)

## AWARDS & RECOGNITION

Austin AdFed  
 Awwwards

Cannes Lions  
 Communication Arts

FWA  
 London International

NYC Big Apps

## EDUCATION

Texas Tech University  
*BFA, Design Communication*