

JUSTINA ZUN-ZUN CHANG

ART DIRECTOR / DESIGNER / VISUAL ARTIST

justinazunzun@gmail.com | +1-917-868-9281 | www.justinazunzun.com

PROFESSIONAL EXPERIENCE

DFS / T GALLERIA, LVMH GROUP

Senior Designer, New York, 2015 — Present

Lead designer. Worked alongside the design director, branding & marketing SVP, and creative team in Hong Kong to create global campaigns for fashion, watches & jewelry, beauty, wines & spirits, food and gifts.

- Lead designer for DFS / T Galleria's global campaign for over 700 of the most desired brands through 420 boutiques on four continents. Responsible for creative aspects such as creating key visual, campaign identity, illustration, editorial, creative style guide, relative creative assets from online to offline, as well as marketing aspects such as increasing customer engagement, brand awareness, and driving sales. Worked on an array of diverse luxury campaigns including collaborations with Dior, Burberry, Tiffany, Estee Lauder, Hennessy ... among many others.
- Created campaigns that have become highly profitable sales events, over the past three years. From First Class Beauty's successful 34% growth in revenue, to Food Festival's 6.9% growth in revenue.
- Art direct, organize, and develop talent style guide for campaign and product shoots with design director.
- Manage and oversee designers and projects in New York and Hong Kong with design director. Through communicating with the Hong Kong team on the daily bases, and conducting biweekly meetings to achieve efficient communication, was able to deliver projects 1.5 months or earlier before campaigns launch. Campaigns number increased from 2 campaigns to an average of 16 campaigns annually in the past three years.
- Responsible for handling talent related duties such as curating talents and creative firms, coordinating with project manager and local divisions to negotiate and build business relationships with talents and agencies to achieve our brand's needs within budget, increased brands awareness through working with talents. Social media posts from actor Chris Lee, the KOL for Let's Travel Together in Venice campaign, has increased from the requested 6 posts to more than 60 posts, mentioned about our brands and campaign.
- Built refreshing marketing trends to enrich campaign strategy and retail marketing experience, using creative insight gain through having a firm understanding on both Eastern and Western customer, specifically the Chinese, Japanese, Korean millennial travelers who are the core luxury consumers

DARE LVMH PROGRAM:

- **Entrepreneurial Talent** for the **DARE LVMH** program in New York in 2018. Hand picked out of 120K employees within LVMH group, as one of only 4 talents representing 9K employees for the DFS Group, to join LVMH's 3rd edition of start up program.
- Creating entrepreneurial business plan for LVMH group that explore new business territories and opportunities in collaboration with talents from Louis Vuitton, Dior, Chandon and Guerlain.
- Led the team from ideas and executions to high-level business strategy with travel retail marketing insight, to create a pitch to present to a panel of juries formed by CEOs, Presidents, and Board of Directors.

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PROFESSIONAL EXPERIENCE

JUSTINA ZUN-ZUN CHANG CREATIVE STUDIO

Art Director / Designer / Visual Artist, New York / Asia, 2012 — Present

- Provide creative and artistic design solutions using visual arts from a global perspective, to direct clients find their own voice and increase visibility in the market.
- Create unique and elevated brand identity, visual direction, packaging, and print collateral. Curate talents from digital media, to photography, to architectural firms, working collectively to achieve 360 branding.
- Clients and collaborators range from fashion & lifestyle, to food & beverages, to art & culture, to music & entertainment, to magazine & publication. i.e. Designer Furniture brand Design Within Reach, Brain Magazine Japan, award-winning actress Shu Qi, award-winning singer Jolin Tsai... among many others.

FREELANCE EXPERIENCE

PENTAGRAM DESIGN

Designer,
New York, 2014 — 2015

@RADICAL.MEDIA

Designer,
New York, 2011 — 2012

EDUCATION

SCHOOL OF VISUAL ARTS

BFA Graphic Design,
New York, Graduated with Honors

LANGUAGES

ENGLISH (Fluent)
JAPANESE (Fluent)
MANDARIN CHINESE (Fluent)
TAIWANESE (Fluent)

SKILLS

ART DIRECTION **TYPOGRAPHY**
CREATIVE CONCEPT **CASTING**
GRAPHIC DESIGN **TALENT**
ILLUSTRATION **RELATIONSHIP**

TOOLS

MAC **AFTER EFFECTS**
INDESIGN **KEYNOTE**
ILLUSTRATOR **POWER POINT**
PHOTOSHOP **INSTAGRAM**

SELECTED AWARDS / RECOGNITIONS / EXHIBITIONS / PUBLICATIONS

BRAIN MAGAZINE JAPAN

Cover Artwork Artist, Featured Artist &
Exclusive Interview, Japan, 2016

TYPE DIRECTORS CLUB ANNUAL AWARD

Newspaper Newspaper,
New York, 2012

ART DIRECTORS CLUB ANNUAL AWARD

Bronze,
New York, 2011

ANIMALS CHARITY PROJECT: FLUFFY UNICORN X SHU QI & JOLIN TSAI

Featured Artist, Asia, 2016

PICTOPLASMA - THE CHARACTER COMPENDIUM

Featured Artist, Global, 2012

SPACCCE EXHIBITION

Curator & Artist, New York, 2011

FLUFFY UNICORN SOLO EXHIBITION

Artist, Taiwan, 2013

GRAPHIS NEW TALENT 2012

Newspaper Newspaper, New York, 2012

NEW YORK TIMES

Illustration For Book Review, New York, 2010

CLIO AWARD JURY

Shadow Jury, New York, 2012

TOKYO ART BOOK FAIR

Artist, Tokyo, 2012

DESIGN ASSOCIATION OF TAIWAN: DESIGNER TOY DESIGN AWARD

Gold, Taiwan, 2006