

KEITH LEUNG

† 917 886 6563 | keithgleung@gmail.com | www.keiyoki.com

EXPERIENCE

Art Director | 4.2010 – present

AgencyRx | New York, NY

Clients: Exjade, Novartis Oncology, US and Global

Developed and designed new campaigns, logos, and branding guidelines for new programs and initiatives for the biggest and busiest account in the agency. Worked closely with copywriters to develop new and exciting content with various layout options. Managed other art directors.

Art Director/Design | 2006 – present

Freelance (self-employed) | New York, NY

Clients: Chen Dance Center, Columbia University, Breakthrough, Asian American Business Development Center (AABDC), Niall Kelly Associates, Talking Heads, Saxon Grill, C-Ming Construction, Urbane Productions, Inc

Managed and developed strong visual concepts with clients and kept within budget. Created logos, letterheads, envelopes, business cards, brochures, annual reports and posters. Established successful marketing strategies. Served as a liaison between client and print vendor.

Art Director | 6.2005 – 11.2009

Watson Earl and Partners | New York, NY

Clients: American Management Association, Chess in the Schools, SAP, Cinema Screen Media, mygolflifestyle.com, Partnership for Prevention, Con Edison (NY), Accent Energy (NY), Sussex Skyhawks,

Worked in print advertising and direct marketing to create print advertisements, brochures, posters, direct marketing materials and online banners. Worked closely with copywriters and designers on various projects. Responsible for directing photo shoots; scanning and retouching photos.

Art Director/Designer | 6.2001 – 8.2006

Chen Dance Center | New York, NY

Created a new logo utilized in advertisements, postcards, brochures and company display window for the company, which in turned allowed the company to be more apparent in the dance community. Managed government graphic design projects and remaining within a \$50,000 budget.

Assistant Location Manager | 1998 – present

Various Production Companies | New York, NY

Films/Shows: 16 Blocks, NY Minute, 25th Hour, Spider-Man 1 and 2, Sopranos, Don't Say a Word, Flight of the Conchords, Serendipity, Laws of Attraction

Successfully built a strong client working relationship between two parties to establish cooperative efforts to achieve a common objective. Served as a translator between business owners and the production company. Organized and cooperated with the Casting Department to seek out background actors.

SKILLS

PC/MAC OS platform
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Dreamweaver
Microsoft Office
Quark

AWARDS AND ACHIEVEMENTS

Featured in Adweek
'Creative' section for
Accent Energy (NY)
television commercial
11.2007

School of Visual Arts
Senior show 4.2005

'Ayuda for the Arts'
scholarship award
recipient 4.2004

EDUCATION

School of Visual Arts
Bachelor of Fine Arts:
Advertising
2005
New York, NY