



EILEEN CHIANG

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EMERYVILLE, CA

Hi, I am Eileen. I am a hands-on digital art/creative director with over a decade of luxury branding experience in the beauty, hospitality and e-commerce space. As a brand storyteller, I use research and data to help me better understand the motivation and the abilities of my audience in order to create simple, relevant and holistic experiences that people love. www.eileenchiang.com

EXPERTISE

BRAND STRATEGY

BRAND GUIDELINES

DIGITAL STRATEGY

360 CAMPAIGNS

EXPERIENCE DESIGN

ART DIRECTION

PHOTO DIRECTION

CREATIVE DIRECTOR & DESIGNER | DAYS OF WONDER STUDIO

Brooklyn, NY » Emeryville, CA. Jan 2012 - Current. 6 Years.

- Consult with luxury retail and hospitality brands to define brand vision and to bring brand stories to life cohesively and authentically across all digital channels.
- Build consistent end-to-end brand experiences across marketing touch points such as e-mail campaigns, websites, environmental displays, photo shoots and others.
- Clients include: FRESH/LVMH, LO & SONS, ITZ'ANA HOTEL & RESORT and more.

DIGITAL ART DIRECTOR (CONTRACT) | FRESH / LVMH

New York, NY. Oct 2013 - July 2015. 1 Year 10 Months.

- Developed digital campaigns across all digital channels (web, email, paid ad) while maintaining brand consistency.
- Conceptualized and designed engaging e-commerce experiences for fresh.com.
- Responsible for Fresh's top prestige skincare lines: Black Tea and Cream Ancienne.

EXPERIENCE

BEAUTY

HOSPITALITY

LUXURY

E-COMMERCE

CREATIVE DIRECTOR | WILLOW HOTELS

New York, NY. Jan 2006 - Jan 2012. 6 Years.

- Developed luxury boutique hotel concepts to transform outdated hotel properties into modern hospitality experiences.
- Conceptualized and designed brand identities, websites and creative content for Willow's award-winning portfolio of hotels, restaurants, and membership club.
- Managed ten independent brands including an award winning transformation of a Quebec City Holiday Inn into a modern boutique experience. Described by Condé Nast Traveler as "super sleek", Hotel PUR was conducted to the annual gold list.

DESIGN DIRECTOR | SPRING STREET NETWORKS

New York, NY. Jan 2002 - Nov 2004. 2 years 11 months.

- Lead UX/UI, visual design, front-end code, brand identity and brand creative of Spring Street Network's popular web based dating app.
- Worked closely with engineering to ensure intended design directions are optimized for user experience.
- App voted Best of Web in 2004 by Forbes.com.

EDUCATION

BACHELOR OF SCIENCE

MANAGEMENT

INFORMATION SYSTEMS

Virginia Polytechnic Institute
& State University