

# Brian Lau

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## Profile

I am seeking a creative, fun and fast paced environment to work in.

Over the past 10+ years, I have worked on a variety of projects for design agencies and personal clients. Working on different brands enabled me to get a well-rounded look at web advertising, and develop a strong design aesthetic and acute business sense. My objective is to come up with creative solutions that also meet the business goals of my clients. Throughout my career, I always took the opportunity to manage projects and to mentor less experienced designers. The latter will help me create an army of creatives that will follow my lead. Maybe not, but I still enjoy helping them.

## Experience

May 2003 - Present

### **Freelance Art Director/Senior Designer**

Agencies include: Deep Focus, Sudler & Hennessey, Second Thought, Deutch Interactive, HyperQUAKE  
Accounts worked on with agencies: HBO, Miramax, Interscope Records, Tylenol, Sports Illustrated, Kellogs, Showtime  
Personal clients include: DIRECTV, MTV Networks, Greenman-Pedersen, Inc., Mix Revolution, Improved Image, Tigerland, Terjesen Associates Architects, PC

March 2007 - March 2010

### **DIRECTV; New York, New York; Senior Designer**

Concept, strategy and design of directv.com website pages, banners and mini sites.

March 2004 - May 2006

### **Axiom Digital; New York, New York; Web/Graphic Designer**

Developed online marketing campaigns for clients' needs such as customer retention, acquisition, upsell or e-mail capture. These pieces included e-mails, landing pages, micro sites, animations and banner ads for clients such as Comcast, Victoria Secret, Yahoo! Hot Jobs and Sprint Nextel.

June 2000 - March 2003

### **Greenman-Pedersen, Inc.; Babylon, New York; Web/Graphic Designer**

Design and production of all print materials and web sites for company and clients.

December 1998; June 1999 - September 1999

### **Write-Design; Huntington, New York; Production Artist**

Web Design duties included logo design, layout, banner creation, web site production on sites such as Arrow Electronics, Inc. and Pastime Fun

## Activities

January 2002 - September 2002

### **Art Start; New York City, New York**

Volunteer using art to help inner city children in homeless shelters

September 1998 - May 2000

### **Hong Kong Cultural Organization; Syracuse University, New York**

President, Webmaster & Designer

## Education

May 2000

### **Syracuse University; Syracuse, New York**

Bachelor of Fine Arts in Computer Graphics

May 2006

### **School of Visual Arts; New York, New York**

Continuing Education

## Skills

### Web

HTML, CSS, Flash, Actionscript,  
Javascript, ASP, VBScript, JScript, Search  
Engine Optimization

### Software

Photoshop, After Effects, Flash, Illustrator, Dreamweaver,  
Premiere Pro, Soundforge, 3DS Max, Lightwave,  
Quark Xpress, In Design

### Print

Concept development, layout, knowledge  
of print to press preparation, logo design

## URLs

Available online at [www.stomping.net](http://www.stomping.net)