



Cell: (434) 422-2882 eluong44@gmail.com www.evyluong.com

Evy Luong | Sr. Art Director

education

Savannah College of Art and Design BFA, Advertising Major, 2014-2017

experience

DIGITAS

Senior Art Director | April 2022 to Today | Chicago, IL

Transitioned to the Acquisition team of McDonald's. Helping bring in new app users with one day offers and download incentives. Creating templates and visual identity for campaigns. Ideating new ways to bring in, retain and engage user in the McD app.

Art Director | December 2020 to March 2022 | Chicago, IL

Working on McDonald's .COM promotions and campaigns as well as assisting on McDonald's app promotions and designs. Creating social media ads for Snapchat, TikTok, Instagram and Facebook.

TRACYLOCKE

Art Director | July 2019 to December 2020 | Chicago, IL

I work on multiple SC Johnson brands from concepting ideas for shopper marketing to commerce. See projects from ideation to production. Work with photographers, retouchers, 3D modelers, illustrators, printers, strategists, account people and copywriters. Assist in pitch work and Canva ideation. Present work to clients over the phone and in person. Manage multiple projects and timelines.

Associate Art Director | March 2018 to July 2019 | Chicago, IL

Assisted in creating visuals and executional elements for Ziploc. Created style guides for seasonal campaigns. Got to work on projects involving Disney, Marvel, Pixar and the MLB. Began to take charge of reviewing executional work and retouched photos before they were released.

SOCIALFLY

Freelance Graphic Designer | February 2018 to March 2018 | New York City, NY

Created graphics and visuals for brand's social platforms. Animated Instagram stories and posts. Retouched photos for social media as well as reviewed them.

skills

Knowledgeable about HTML and CSS
Certified in Photoshop and Illustrator
Proficient in InDesign and After Effects
Proficient in Microsoft programs
Proficient in Keynote

Managing multiple projects
Know how to use Proto.io for prototyping
Basic knowledge of Maya and Cinema 4D
Giving clear direction to my team
Knowledgeable about Sketch and Figma
Basic knowledge of video editing