



VIVIAN XIANG

vivianxiang.com | 646.269.6176 | vivianxd0960@gmail.com

Art Director with over a decade of experience in Beauty, Fashion, Branding, Editorial and Design. Background ranges from mass, luxury to prestige brands in all cross fields, from conceptualization to delivery. Exposed to a number of aspects of the design world, faced many challenges from developing creative ideas to understand clients' needs and executing production.

EXPERIENCE

ART DIRECTOR

REVLON INC. | 12.2018 - PRESENT

- Lead creative strategy for Prestige & Mass Fragrance brands: concept, art direct and design from ideation to completion, partner and collaborate with cross category teams and outside vendors.
- Concept and direct photo and video shoots, selecting and collaborating with photographers and stylists. Supervise retouching and post production processes for assets to be used for digital and ecommerce, media, print and collaterals, PR/events, in store visual merchandising.
- Manage and supervise digital design team: oversee all digital assets and design including emails, social, media, ecommerce and retailer needs.
- Manage Retailer's Creative Partnerships: deliver PDP assets based on store's specific best practice guidelines, art direction for visual merchandising.

SENIOR GRAPHIC DESIGNER

MARKET AMERICA INC. | 07. 2013 - 07. 2018

- Worked closely with creative director and led junior designers for a multi-level marketing company, hands on beauty, kids, health wellness products, Developed all marketing-related collateral, including brochures, catalogs, packages, events, presentations, and product booths for company convention.

GRAPHIC DESIGNER

KAPLAN TEST PREP | 07. 2012 - 06. 2013

- Responsible for daily design for advertising, promotional materials and educational materials. Created design theme and graphics for marketing corporate websites and social media platform.

ART DIRECTOR

M GROUP | 11. 2011 - 05. 2012

- Managed graphic design projects from concept through completion in a China based fashion company. Created brand guidelines and website to help the company succeed in US marketing. Attempted and directed fashion shootings.

GRAPHIC DESIGNER

PIAGGIO GROUP AMERICAS | 07. 2009 - 06. 2011

- Collaborated with creative team to develop artwork for marketing initiatives in a world famous Motorcycle company. Conceived original designs and marketing concepts used in advertising, brochures, fliers, billboards and in-store display.

FREELANCE GRAPHIC DESIGNER

FOOD & WINE MAGAZINE | 04. 2008 - 11. 2008

- Worked closely with design team in the magazine promotional department for all promotional materials and sales collateral. Created in-book advertising designs, and press proofing the final printed magazine section. Developed concept and design for several events, hands on the production for all event collaterals.

EDUCATION

PARSONS SCHOOL OF DESIGN

BFA in Communication Design 2007

SKILLS

Proficiency in Adobe InDesign, Illustrator, Photoshop. Skilled in Microsoft Office Suite. Basic knowledge of HTML and UI design. Bilingual in English and Chinese.