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JON CHAE

PROFILE

Experienced Creative Director specializing in skincare and fragrance brands. Proven track record in driving brand innovation and visual storytelling. Expertise in concept development, art direction, and content creation. Passionate about leveraging creativity to elevate brand presence and drive growth.

EXPERIENCE

Ellis Brooklyn • Creative Director • New York

2023 - Present

- Orchestrated agency efforts for social media ad campaigns, ensuring they resonated with the brand's identity and goals.
- Collaborated closely with photographers to maintain the brand's aesthetic integrity during photoshoots.
- Leveraged Prompt engineering at Midjourney to craft compelling visuals tailored for social media and retail platforms.
- Conceptualized and executed photos and videos for social media content, focusing on high-quality visuals that engaged the target audience effectively.
- Worked closely with Sephora associates to provide in-store assets, ensuring brand consistency and alignment with marketing strategies.
- Designed and updated packaging to reflect the brand's evolving identity and appeal to target customers.

Newell Brands (E-Design) • Art Director • Hoboken, NJ

2021 - 2023

- Specialized in developing impactful campaigns for food brands, emphasizing strategies to maximize customer engagement.
- Led the creation of consistent visual themes across various campaigns, enhancing brand recognition and consumer appeal.
- Spearheaded brand refresh initiatives to modernize design elements for digital platforms, improving brand relevance and competitiveness.
- Directed video and photo production processes from concept development to post-production, collaborating closely with in-house studio teams to ensure high-quality deliverables.

3LAB Skincare • Art Director • New York

2017 - 2021

- Established brand identity and guidelines for luxury skincare.
- Designed packaging and marketing materials.
- Managed product photography and video content for e-commerce.
- Distributed design assets to luxury retailers globally.

AVON • Art Director • New York

2016 - 2017

- Conceptualized and designed campaigns for global markets.
- Art directed photo shoots with renowned beauty photographers.
- Managed designers to support ongoing campaigns.

Victoria's Secret Beauty • S. Graphic Designer • New York

2006 - 2016

- Collaborated on customer experience across 1,000+ retail locations.
- Executed creative ideas for various touchpoints.
- Conceptualized and directed product photo shoots.

EDUCATION

School of Visual Arts • Graphic Design BFA • New York

2002 - 2006