

# Albert Chiang

WEB: [surfviewDnA.com](http://surfviewDnA.com) • PHONE: 808 554 8738

## EXPERIENCE

### Freelance Creative Director / Graphic Designer

#### **surfviewDnA, Santa Barbara, CA** 2004 to Present

Experience in art direction, branding, and visual story telling for print and online. Expertise in all aspects of project management.

- Health care marketing and communications. Branding of hospital communications and community outreach programs. Create brochures, posters, magazines, print and digital ads, and logos. Design and format quarterly e-newsletters for physicians. Clients include: *Tenent Health*, Prospect Medical, *Paladin Healthcare*, Cottage Health.
- Design and produce cookbooks. Work with editors, writers, photographers, and restaurateurs, from initial concept to printed edition. Clients include: *Merriman's Hawai'i*, Four Seasons Resort, Nevis, *Ortanique on the Mile*, *Coral Gables*, Talley Farms, Arroyo Grande.
- Custom publishing and branding. Art direction and design for print and digital books and magazines. Clients include: *California Travel & Tourism Commission*, The Robb Report, *Destination Wine Country*, *Santa Barbara*, Honolulu Magazine, *Ni Hao Hawai'i*.

## EDUCATION

Bachelor of Fine Arts:  
Graphic Design and Communication

**School of Visual Arts, New York, NY**  
1977 Graduated with honors.

Four year full scholarship to SVA via  
The Art Students League of New York, 1974

## SKILLS

Listening  
Playing well with others  
Working remotely  
Adobe Creative Suite  
Photography  
Microsoft Word  
Website and E-newsletter platforms

## INTERESTS

Travel  
Acting  
Yoga/meditation  
The ocean

## PREVIOUS EXPERIENCE

Creative Director  
*Shanghai and Beijing Tatler Magazines*

**Edipresse China, Shanghai, PRC**  
May 2011 to September 2011

- Worked with Editor-in-Chief and Publisher to develop content for the Tatler brand in mainland China.
- Commissioned all photography and visual content for the publications.
- Supervised and mentored staff of 3 editorial designers in Shanghai office.

Founding Art Director *Miller-McCune Magazine* (now *Pacific Standard*)

**Miller-McCune Center for Research, Media and Public Policy, Santa Barbara, CA**  
December 2007 to November 2010

- Developed design format, logo, and branding for the print publication and website, Miller-McCune.com.
- Translated complex editorial content into visually innovative and creative solutions for print and online material.
- Prepared final files and supervised pre-press/printing resources.

Associate Art Director  
*Architectural Digest Magazine*

**Condé Nast, Los Angeles CA**  
March 2006 to November 2007

- Designed covers, features, special sections, and assets for digital media.
- Commissioned photography for stories, supervised internal art department budget and resources.

Art Director / Creative Director  
**Islands Media Corporation, Santa Barbara, CA**  
June 1989 to September 2005

- Oversaw the creative direction and branding of *ISLANDS Magazine*, *Spa Magazine*, *Destination Weddings & Honeymoons*, *Aqua Magazine*.
- Met regularly with senior editors to conceptualize story ideas for covers, features, special sections, and digital media.
- Supervised and mentored staff of three Art Directors and two Picture Editors, plus countless freelancers.
- Art direction and design of *ISLANDS Magazine*, commissioned all photography and visual content for the publication.