

Albert Chiang

WEB: surfviewDnA.com • PHONE: 808 554 8738

EXPERIENCE

Proven Creative Director/Art Director | Helping Companies Translate Their Business Goals to Reality

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*.

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.