



Andy Au | Creative Director

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Experience

Current

ATFX - financial services – Creative Director

As Creative Director at the headquarter of a global corporation, I'm responsible for the quality of the creatives of marketing campaigns, the branding of all branches and business ventures that the corporation has to offer. Built and managing an international team of 20 designers to ensure the creatives and content consistently reach tier-1 standard, as well as satisfying localization needs of regional markets in APAC, EU, MENA, LATAM & China. 2018-now

Former

Graphic Distinctions - creative agency – Senior Designer & Email Developer

With a focus on publication and subscription services: planning, designing & developing Customer Relationship Management (CRM) campaigns including customer acquisition, retention and engagement emails, landing pages, web ads and printed collaterals. 2013-2017

Lorelli - advertising agency – Freelance Designer

Branding and advertising for commercial, residential & retail real estate. Designing websites, e-blasts, signages, displays, newspaper & magazine ads, direct mail & brochures for New York City's most iconic properties and landmarks. 2013–2016

Deborah Lippmann - nail polish/beauty – Freelance Art Director

Collaborating with the marketing director to produce original artwork and designs for product packaging, collection launches, online promotions and in-store POP campaigns.

eShave - mens shaving/skin care – Art Director

Working with the brand's president to initiate, design and manage campaigns for eCommerce & in-store promotions, product development, packaging & launches. Duties also included retail & B2B marketing, post-sale fulfillment, customer relationship & retention. 2012–2013

Stylesight (WGSN) - fashion analysis/forecasting – Graphic Designer

Collaborating with fashion editors to publish trend forecasting and analysis reports. 2010–2012

Funny Garbage – interactive media – Design Intern

Interactive Flash games & websites for Warner Brothers, TBS & Nickelodeon. 2009

Skills

Creative & brand direction, team management, branding, online & offline marketing, eCommerce, communication, UI/UX, project management, web & print production

Adobe XD, InDesign, Photoshop, Illustrator, Animate, HTML, CSS, Wordpress, Hubspot, Google Analytics. Email: MailChimp, Constant Contact. eCommerce: Magento.

Fluent in spoken and written – English, Cantonese, Mandarin

Education

Polytechnic University (Hong Kong) – Master's Degree
Design Strategies, 2021-2023

Fashion Institute of Technology (New York City, US) – Bachelor Degree of Fine Arts
Graphic Design, Class of 2009

Chelsea College of Art and Design (University of Arts London, UK) – Exchange
BA Graphic Design Communication, Fall 2008



Andy Au is an all-around creative director versatile in both online and offline media, skilled in design, marketing, content, web, print, event, and UI/UX. Andy has accumulated experience in the US, APAC, and MENA markets in the fashion, finance, real estate, publication, and retail industries. He has assisted global brands in creating their corporate identities, branding, marketing and user experience.

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