

# ADRIAN LU //

Interactive Designer | [www.adrianlu.com](http://www.adrianlu.com)

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## HIGHLIGHT OF QUALIFICATIONS //

- ▶ 8 years in the graphic/web design industry, with agency and in-house client side experience.
- ▶ Extensive knowledge of both print and web design. Developed brand and corporate identities including designs for web sites, print, and advertisements. Has an eye and love for motion design as a bonus.
- ▶ Excellent grasp of creative processes involving ideation, innovation and concept development.
- ▶ Extensive knowledge of User Experience Design (UX) and User-Centered Design (UCD).
- ▶ Experienced in working with corporate brands like Starbucks, Nike, EA, EA SPORTS, Microsoft, Roxy, Gillette, adidas etc.
- ▶ Excellent interpersonal skills. Able to prioritize, multi-task, flexible, with the ability to think outside the box.
- ▶ Always in pursuit of excellence.

## EDUCATION //

Simon Fraser University, Bachelor of Science in Interactive Arts and Technology, April 2004

**Specialization:** Interactive Arts - New Media

## TECHNICAL PROFICIENCIES //

Adobe Photoshop  
Dreamweaver  
Fireworks  
CSS

Adobe Illustrator  
Flash  
3D Studio Max  
Microsoft Office

Adobe Premiere  
Adobe After Effects  
HTML

## CAREER DEVELOPMENT //

**BLAST RADIUS - Vancouver, BC**  
*Designer/Senior Designer (contract)*

**March 2010 - Present**

Assigned as a designer/senior designer on various accounts including Microsoft and Starbucks. Worked on several new marketing initiatives and product launches. Designed marketing materials for a mass audience.

- ▶ Worked on major Starbucks and Microsoft product releases, and seasonal online marketing campaigns: VIA Flavors, Starbucks Christmas, Starbucks 40th Anniversary launch and .COM reskin, MS SQL Server 2008 R2
- ▶ Assigned greater ownership of artistic direction on several accounts (MS, Starbucks); led and participated in numerous client facing creative reviews, and on some occasions led creative presentations.

**EA SPORTS CANADA (EASPORTS.COM) - Burnaby, BC**  
*Web Artist / Interactive Designer*

**January 2008 - July 2009**

As lead designer, my role was both in visual and interaction (IA) design, and provided art direction in the majority of cases. Worked on many areas of the **EASPORTS.com** team: site design, ads, marketing, and supporting graphics. Assisted in the high level design of numerous web features, allowing exposure to many corporate brands who partnered with EA.

- ▶ Worked closely with EA SPORTS franchise titles including: FIFA, NHL, MADDEN Football, NBA, Fight Night, etc. Interpreted and designed using their visual style, making creative use of accompanying title brand and assets (key art and imagery). Received credit in several titles as a result.
- ▶ Experienced working with global brands like Gillette in a world wide joint marketing effort resulting in hundreds of thousands of unique visitors. Was given art direction role for the duration of the campaign.

## CAREER DEVELOPMENT // Continued...

### **BLAST RADIUS - Vancouver, BC** *Production Designer*

**July 2007 - January 2008**

Worked in the creative department, assigned mainly to the EA team, but was exposed to and worked with many high profile brands and clients who dealt with Blast Radius. Experienced working with and utilizing process flows within client projects.

- ▶ Dealt with numerous corporate brands and identities, maintaining the visual styles created by the art director.
- ▶ Designed for a wide variety of web elements and graphic treatments: overall site design, advertisements, splash pages, etc.

### **Business Objects - Vancouver, BC** *Media Developer*

**November 2006 - February 2007**

Worked as part of the media team within the technical education department developing various digital video, and new media projects. Assisted several projects in developing resources for a wide audience.

- ▶ Designed and developed several flash based interactive modules. Designed & produced graphics for courses. Used interaction design to communicate high level concepts through interactive diagrams and process flows.
- ▶ Worked closely with the Business Objects brand and enhanced identity through developing quality product technical education.

### **Depth-Core Web Solutions - Surrey, BC** *Creative Director / Founder / Principal*

**Dec 2002 - June 2006**

Managed a comprehensive web design and eCommerce agency, coordinating strategies and delegating tasks to implement and complete project requirements. Led creative/design direction, and maintained client relationships. Supervised all marketing and sales strategies.

- ▶ Designed trendy, and fresh visuals for all projects, ranging from web, user interfaces, and print materials. Developed corporate brand identities.
- ▶ Assisted in the development of Information Architecture of several large scale web applications.

### **Creative Spirit Communications - Vancouver, BC** *Art Direction / Flash Designer*

**July 2006 - August 2006**

Developed a public display interface for a Creative Spirit (CS) client. Designed interface to display content on hundreds of dynamic ad display units.

- ▶ Created GUI for the content display. Design was developed for mass exposure.
- ▶ Developed flash components and animations to enhance the interface and visual content.

### **Creative Spirit Communications - Vancouver, BC** *Art Direction / Ad Concept*

**August 2006 - September 2006**

Led creative direction for a set of ads targeted for Whistler, B.C.

- ▶ Designed large display digital ads for clients such as Esquires Coffee, The Pita Pit, Blacks Pub & Restaurant, etc.

## CAREER DEVELOPMENT // Continued...

**Simon Fraser University (Surrey campus) - Surrey, BC**  
**Graphics / Web Assistant**

**April - July 2003**

Assisted the Director with developing and implementing internal and external marketing materials. Created print designs for major SFU events. Created and implemented several SFU websites.

- ▶ Designed and implemented an entire SFU Course Advising website that provided course and credit information allowing students to choose their future pathways effectively.
- ▶ Designed numerous promotional materials for both web and print. Worked with several faculties that requested help on projects after hearing about the quality of the design work.
- ▶ Developed, designed, and implemented an Interactive Billboard for the entire campus using Flash.

## BONUS // Extra Curricular, Interests, and Volunteer Experience

**Musician (8 years)** - Self taught guitar through online resources and acquired advice and tips from advanced musicians. Developed a knowledge of various styles. Performed in three concerts.

**Photography (7 years)** - A passion for photography and effectiveness of imagery. Took several professional courses.

**Film (5 years)** - A major interest and passion. Studied film briefly, as well as creating several small film pieces.

**Youth Leader (4 years)** - Assist local church as a Youth Leader by mentoring 40 highschool students from all over the Tri-cities. Participate in the band and coordinate youth outreach events.

## PORTFOLIO //

To visit the portfolio please go to: <http://www.adrianlu.com>

\*Reference available upon request