Tyler CHIANG

Creative Production Director
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718 801 6020

School of Art & Design
at F.I.T. New York
New York Film Academy

adobe cc
ms office 365
digital asset management
adobe experience manager
workfront | asana | zoom
figma

Cannes Lion
One Show
Type Directors Club
New York Festivals
London International
Art Directors Club
FCS*

Additional Experiences

JuicePharma
Regan Campbell Ward
Visual Alchemy
pharmaceutical advertising
Robert A.M. Stern RAMSA
Douglas Elliman LA | CO | TX
The Seventh Art NY
architecture & luxury real estate

*The Financial Communications Society

august 2023 - present
United Healthcare
Creative Production Director

Managed in-house and off-shore production teams to ensure proper workflow through precision project management and quality assurance.

Managed & provided mentorship for team member's devlopment.

Managed high volume projects, timelines, budgets from concept to execution.

Liason between C-suite, stakeholders, marketers, creatives, and producers.

Provided training to upkeep validity.

may 2023 - february 2025
Cadence
Creative Production Director

july 2022 - october 2022
Faculty
Creative Production Director

Conceptualized, pitched & produced interactive experiential spaces for tradeshows, pop-up shops, booths.

Managed third-party production teams for in-store builds.

Managed creative output between 3D renderer and CAD artists.

accounts:
- Dua Lipa x PUMA
- Pepsi
- Quakers

September 2022 - April 2023
Jones Knowles Ritchie
Production Director

june 2022 - september 2022
Gigantic
Production Director

Spearheaded brand renewals..

Led with velocity for volumimous asset production.

Specialized in tech and CPG accounts. Brand identity and development.

may 2012 - july 2020
SidLee New York
Production Director

Red Peak New York (acquired)
Production Manager

Produced ADC and Clio award-winning campaigns for Lisa Sanders PR, Coorstek, Intel, and Free Arts.

Worked with 45 renown artists, fashion designers, and pop icons to develop a collectible alphabet for Free Arts.

This shaped and branded their awareness campaign. Original art was auctioned at the FreeArts annual fundraising event.

Managed & curated original art from Warby Parker, Diane Von Furstenburg, Harpers Bazaar, etc.

Produced experiential spaces at C2 and Fast Company tradeshows, for tech & finance clients.

Proficient in handcomped presentations, displays and packaging design.

8 years as beta-user for Adobe/ Intel Digital Asset Management System. Worked with Intel tech team to perfect AEM UX.

Built Intel UX/UI website for digital IntelBrand Guideline.

Managed Intel's Digital Asset Library via AEM, which included: photography, guidelines, & Sig IDs.

Responsible for metadata, asset uploads, expirations, and photography rights for Intel's asset management library.

Scripted and produced training videos that guide Intel employees on how to utilize their digital asset library. Voice over actor in final cut for videos.

Produced Intel and Olympic commitee campaigns & brand guidelines for USA, Beijing, Tokyo, and PyeongChang.

accounts:
- Intel
- FreeArts
- The North Face
- MoveOn
- Cirque Du Soleil
- Acer
- Avnet
- Adidas
- Coorstek
- ETrade

june 2010 - october 2011
Cramer Krasselt
Production Artist

Produced mechanical comps, for print, digital, and OOH.

Established brand guidelines.

Managed large plotters and executed high quality prints. Collected and packaged final files for prepress. Released files to media.

Produced new business pitches.

Created powerpoint presentations. Meticulous, fast, and delivered projects prior to deadline.

Teamplayer, efficient, fulfilled mutliple roles as position required to take on supervisor's workload.

On-site production work for multiple TV shoots. Designed & created guerilla marketing for NCC Media, cupcake food-truck launch. Established working relationships w/ clients.

accounts:
- Burlington
- Comcast
- Benjamin Moore
- Steve Madden
- Porsche
- Corona Beer
- NCC Media

march 2010 - may 2010
The NFL
Art Director

Designed marketing materials for the NFL Officiating Academy.

Promoted "Back to Football Friday" for 32 leagues.

Facilated Play60 branding; an NFL division that works with children to promote 60-minutes of PLAY everyday for a healthy youth.

january 2010 - march 2010
MTV - LOGO TV
Art Director

Created print and OOH for Season 2 of "Rupaul's Drag Race." OOH included subway, bus kiosk, billboards.

Produced & designed original merchandise sold at the MTV store.

may 2009 - august 2009
Bank of New York Mellon
Creative Director

Creative director for in-house global marketing division.

Worked directly with shareholders to produce marketing collateral.

Managed all concept and execution for the 2009 Sibos* Magazine.

Designed posters, brochures, buckslips, agendas, white-papers, web pages, web banners and direct mail.

Ads were recognized by (2) FCS advertising awards.

Responsible for post merge brand development of BNY Mellon.

Worked closely with production and print-vendors to ensure high quality output.

october 2008 - february 2009
McGarryBowen
Graphic Artist

Produced mechanical comps, for print, digital, and OOH.

Created brand/creative briefs for new business accounts.

Worked with Chicago-based office to streamline brand identity for shared projects.

Illustrated, wrote scripts for storyboards used to produce 30/60 second TV spots.

Showed detail-oriented work-ethic, whilst juggling projects.

accounts:
- Disney
- Crayola
- Kraft
- JP Morgan Chase
- Reebok
- Chevron Energy

december 2007 - august 2008
McCann Erickson
Hill Holliday hhcc (acquired)
Production Artist

verizon wireless account
Produced and built mechanicals for print, digital, and OOH.

Worked on guerilla marketing displayed in airports and on airplane trays.

Time conscious and met tight deadlines. Streamlined brand look and feel per client demand.

october 2007 - november 2007
The Weinstein Company llc
Production Artist

project runway season 4
Dealt with sponsors for air-time exposure per episode.

Retouched original photos, and worked with corresponding celebrities on photo rights.

Released production photos to media based on deadlines.