



Tyler CHIANG

Production Director
Art Director

tyler.rhys@yahoo.com
718 801 6020

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

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

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

sept 2022 - jan 2023
Jones Knowles Ritchie New York
Production Director

Globally managed a high volume asset library for The Coca Cola Company (Minute Maid, Fanta) Assured all corresponding marketing collaterals (signature logos, brand colors, brand guidelines, photography, illustrations, packaging design intents) were approved for print, digital and usage standards.

Handled uploads, troubleshoots, publications, and distributions of brand assets via shareholder needs.

July 2022 - oct 2022
Faculty New York
Production Director

Pre-production and production for Pop-Up store located in Chicago during 2022 Lollapalooza Music Festival to attract and promote Puma x Dua Lipa's collaborative apparel line, Flutur. Successfully produced, project completion was in less than a month.

Translated original design concepts into production mechanicals suitable for fabricators and lighting technicians to execute. Worked with CAD artists to assure multiple room dimensions were accurate for installations of wall prints, fixtures, gobos and trussings.

Assured all corresponding marketing collaterals (video, wall art, logos, colors) were approved for print & digital standards.

Managed communication, budget, and timing for production team to assemble product before deadline.

Worked with interior designers and woodworkers to stage and furnish props to create ambience.

Produced, researched, and purchased media based on image rights to launch social media content for A250

June 2022 - sept 2022
Gigantic Seattle
Production Director

Produced various environment experience trade booths. Translated original concepts into production

mechanicals suitable for fabricators and lighting technicians to execute.

Assured all corresponding marketing collaterals (video, brand books, posters) were approved for print & digital standards. Managed communication, budget, and timing.

Produced Brand ID, Signature Assets, PPT Presentations, Templates, and Brand Guidelines.

accounts:
- Anvilogic
- ReThink Compliance
- Quinn Evans

May 2021 - nov 2021
Douglas Elliman Los Angeles
Senior Art Director

Led creative team to develop luxury marketing collateral for western region - LA, CO, TX. Facilitated branding materials for "Million Dollar Listing" agents from Bravo TV show.

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 fund raising event.

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

Produced environment experiences at C2 and Fast Company trade shows, for Intel, Acer, and Brighthouse.

Proficient in handcomped presentations, displays and packaging design.

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

Skilled in Adobe Experience Manager templates. Built Intel UX/UI website for digital Intel Brand Guideline.

Managed Intel's Digital Asset Library via AEM for 8 years, which included, photography, guidelines, & Signature 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 committee campaigns & brand guidelines for USA, Beijing, Tokyo, and PyeongChang.

accounts:
- Intel
- FreeArts
- MoveOn
- Cirque Du Soleil
- Acer
- Avnet
- Adidas
- Coorstek
- ETrade
- Brighthouse

June 2010 - oct 2011
Cramer Krasselt New York
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 RFPs and Pitch Decks.

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

Team player, efficient, fulfilled multiple 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 with clients.

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

Jan 2010 - mar 2010
MTV - LOGO TV
Art Director

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

Produced & designed original merchandise sold at the MTV store.

May 2009 - aug 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.

Oct 2008 - feb 2009
McGarryBowen New York
Art Director

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