

alexchu + creative director

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versatile creative director with solid credentials, matched by a wide range of work experience in advertising and interactive campaigns. a rare crossover between traditional and interactive medias. demonstrated strong conceptual and design solutions for fortune 500 clients by addressing their business objectives. ability to manage and motivate creative teams through strong leadership skills, providing clear creative direction and mentoring.

+ cco : eg+ worldwide | TBWA May 2018 — present | CHINA

Oversee the creative, project management and strategy development for eg+ Worldwide. Provide leadership and mentorship to the China region and build strong client relationship and trust. More importantly, to help streamline processes to build efficiency and expand the offering and capabilities of the agency to better serve our clients such as HP, Intel, BMW, SC Johnson, Anchor Fonterra and Infiniti.

+ ecd, evp : gtb | WPP March 2015 — May 2017 | SHANGHAI, CHINA

Responsible and successfully launch the Lincoln Motors brand in the luxury segment from ground zero. Lead and Integrated Agency for Lincoln Motors China. Oversee agency partners including Ogilvy One, Wunderman and VML.

+ ecd, evp : TBWA\Being March 2014 — March 2015 | BEIJING, CHINA

Lead and won Digital Agency for Bentley Motors and Skoda.

+ ecd, evp : TBWA\Hakuhodo November 2013 — March 2015 | BEIJING, CHINA

Responsible and successfully launch the Infiniti Motors brand in China. Creative Lead and Integrated Agency for Infiniti, Renault, Nissan and Singapore Airlines.

+ creative director : rapp | omnicom September 2012 — November 2013

Manage and lead all CRM, Behavioral Big Data CRM and direct response creative campaigns for Toyota USA.

+ creative director : innocean May 2010 — September 2012

Consulting for client such as Hyundai/KIA USA for the launch of their new luxury vehicle, Equus (campaign, iPad apps and user's manual, experience website and mobile contents and integration into Hyundaiusa.com).

+ group creative director : traffic August 2009 — May 2010

As the AOR and IAOR, traffic is tasked with 360° advertising campaign and strategy for Mitsubishi Motors. Leading the digital practice and creative department. Implement processes to streamline productivity, timeline and budget.

+ creative director : the designory | TBWA \ omnicom June 2007 — August 2009

Manage and mentor group of 15+ creative team and production studio. Provide creative direction and lead all interactive media, brochure, point of purchase program and branding solution to clients such as Nissan USA, Nissan and Infiniti Global and AIG. Create and manage the process for time estimation and project planning, and actively involve in business development efforts. Led website enhancement efforts for Nissan to achieve a 26 place jump from #32 in early 2008 to #6 in 2009 in JD Power Manufacturer Website Evaluation Study.

+ creative director | consultant : Y&R May 2004 — June 2007

Provide creative idea and solution for branding, direct marketing, advertising and interactive media to clients such as Young & Rubicam Brands, Land Rover, Jaguar, Virgin America, Microsoft and TheZenith Insurance.

+ executive creative director | president : reMEDIA June 2002 — May 2005

Build up a full service branding and digital solution company for South East Asia and Los Angeles. Lead all business development effort. Responsible to manage, mentor and providing creative vision for the workforce in multiple locations. Clients include Pfizer (Malaysia), Ducati (Malaysia), Henry Butcher International (Malaysia), Arkitek MAA (China/Australia), RMG Communication (Brunei), Copywrite Office Services (Brunei/Malaysia), Zul Rafique and Partners Attorney at Law (Malaysia), Legacy Interactive (Los Angeles), Universal Interactive (Los Angeles) and TheZenith Insurance (Los Angeles)

+ creative director : dreamtheater April 2001 — November 2002

Responsible for management and restructure the creative team and technology staffing. Oversee the company's creative process and provide awards winning creative direction and provide budget estimation. Creative Direction for client such as Bank of America, Bayer, Warner Brothers, Disney, New Line Cinema, FX Networks, Intel, Macromedia, J. Walter Thompson, Travelocity, Iwerks Entertainment, LA Looks and Raijin Comics.

+ design director : marchFIRST | usweb/cks February 1999 — April 2001

Creative lead for major corporate brand and e-commerce projects. Manage and mentor a group of six designers. Oversee the creative development and implementation for variety of mid to large-scale projects. Concentrate on user-centered interactive design and solve information challenges through creative solution. Create and manage the process for time estimation and project planning, in support of business development efforts. Responsible for pitching work on over \$10 million of billing projects. Clients include Fox International, Fox Non-Theatrical, Autoland, NetSeranto, OneNetNow, Qualcomm, MovieTown, Wellpoint/Blue Cross and Toyota.

+ design director : dreamtheater April 1998 — April 1999

Clients such as Disney, FX Network, Warner Brothers, Columbia TriStar, Paramount Pictures, Jim Henson Productions, Jerry Bruckheimer Productions, BGM Healthcare, Dep Gell Corporation, Ditech and Kirin Beer.

+ art director : iXL June 1997 — April 1998

+ designer : interACTION January 1992 — May 1995