

## Justin V. Lau

355 W. 41 Street, Apt 5FW  
New York, New York 10036  
Cell: 281.221.3838  
AIM: NYChoustonJ  
Email: NYChoustonJ@gmail.com

**Profile:** Energetic, and self-motivated individual with **over a decade of industry experience** along with an award-winning design background, combining architectural and graphic expertise with a creative eye and a collaborative directing style. Clients include: Citibank, AIG American General, Online Publisher Associations, Weight Watchers, Publishers' Clearing House, Taunton Press, Hewlett-Packard and Compaq among others.

**Experience:** **H2O Associates** (June 2007 - Present) - **Art Director**

- Lead role in the design and production of print, identity, packaging, multimedia, web design and web applications
- Responsible for the brand's overall aesthetic viewpoint and interpretation
- Team director, overseeing design and task fulfillment
- Train, supervise and provide art direction for junior designers
- Business development, manage vendors, serve as client liaison
- Maintain production schedules and budgets
- Manage multiple, concurrent projects in different stages
- Press checks
- Art director for photo shoot
- Design information architecture and user interface for on-screen applications
- Demonstrates ability to learn and use new technology

**Adcetera Design Studio** (September 2005 – January 2007)

- Swing between the design/creative team and production artist while collaborating with copywriters on a daily basis
- Involved in HP One Voice 2 and HP Personal Again campaign/ brand guideline
- Brand Guide Manager: Ensures brand representation and quality control of brand rules and guidelines for AIG; and an understanding of EBS
- Layout and design of AIG Corporate and HP collateral in the office: Pieces include publication ads, Producer and Consumer Guides, spec sheets, direct mail, CD, pocket folder, email blast, web header, trade booths, and rate books
- Help developed AIG Corporate refresh look/ AIG Annuity launch campaign
- Design/layout and work with interactive team to produce web design
- Design/layout for PowerPoint templates
- Retail POS displays, banners, print collateral for stores such as Best Buy, CompUSA and OfficeMax
- Logo design
- Updating marketing materials/ portfolio for proposals
- Create story board for web design and working with interactive team

**Gensler studio 585** (1999 – March 2005)

- Graphic skills encompass signage, wayfinding, identity, branding and print
- Design and produce a variety of print pieces such as catalogs, posters, flyers, proposals, annual reports and ads
- Producing large scale presentational / graphic banners as required per projects
- Involved in updating marketing materials / brochures and photos
- Attend press checks and review shop drawings as required per projects
- Developed architecture sign and graphic systems in corporate, aviation, transits, education, retail and entertainment
- Over sees and manage graphic / branding projects such as Shell and BP insuring high quality standards, meeting required budget and deadlines
- Rendering CAD files for presentation
- Involved with Interior Designers in selecting color/ interior finishes

## Justin V. Lau

355 W. 41 Street, Apt 5FW  
New York, New York 10036  
**Cell:** 281.221.3838  
**AIM:** NYChoustonJ  
**Email:** NYChoustonJ@gmail.com

**Education:** University of Houston  
Gerald D. Hines College of Architecture  
Bachelor of Architecture - 1999  
Bachelor of Environmental Design – 1999

**Programs:** Proficient in both PC and Mac CS format:  
Illustrator, PageMaker, Freehand, Quark Xpress, InDesign, PhotoShop, Dreamweaver,  
AutoCAD, Acrobat/Distiller; FTP site  
MS Office Suite: Word, Excel, Access, and PowerPoint

**Affiliations:** Art Director's Club  
Habitat for Humanity  
Society for Environmental Graphic Design (SEGD)

**Awards:** 2009 Summit International Awards; B2B Product Website; Weight Watchers  
2009 Summit International Awards; B2B Product Website; Fine Cooking  
2009 Summit International Awards; Game Website; Accent Health  
2008 Web Marketing Association's Award; Online Publisher Association (OPA)  
2008 Addy Award - Emarketing; HowStuffWorks.com  
ASID Honorable Mention; Acropolis  
IIDA Retail Award 2002; Acropolis  
2001 President's Award – Best Public Improvement Project; HDMD Wayfinding  
Gerald D. Hines College of Architecture Design Excellent (1999)

**References:** Available upon request