

Adam Chang

Creative Lead

Creative Lead with a decade of brand storytelling experience. I've crafted compelling narratives for global brands and scrappy startups. I blend strategic thinking and emotional resonance to develop campaigns that drive results. I'm passionate about pushing creative boundaries and inspiring teams.

EDUCATION

Art Center College of Design

Bachelor of Fine Arts – Advertising
May 2009 - Aug 2011 | Pasadena, CA

Brooks Institute of Photography

Commercial Photography
Jun 2005 - Oct 2006 | Santa Barbara, CA

University of California Santa Barbara

Studio Art
Sep 2000 - May 2005 | Santa Barbara, CA

SKILLS

Strategic Vision & Creative Direction

- Strategic campaign development
- Brand storytelling and positioning
- Creative team management and mentoring
- User-centric design thinking
- Performance marketing optimization

Technical & Execution

- 360-degree campaign conceptualization and creation (digital, social, OOH, TV)
- UX/UI design principles for digital products
- Adobe Creative Suite, Figma
- AI-assisted content generation tools
- Data analytics and performance optimization

EXPERIENCE

Creative Lead – MasterClass

Oct 2022 - Present | Full-time | San Francisco, CA

- Lead multi-channel creative campaigns for highly successful class launches, consistently exceeding company KPI benchmarks, including unique viewers and completion rates, while driving 80M+ impressions.
- Direct global brand photography refresh, overseeing concept to delivery. Create ownable aesthetic enhancing brand differentiation across channels.
- Manage and mentor art directors and designers, cultivating a culture of innovation.
- Collaborate with cross-functional teams to create integrated campaigns spanning OTT, digital, social, OOH, performance, and lifecycle marketing platforms.

Sr. Art Director – Salesforce

Oct 2020 - Apr 2022 | Contract | San Francisco, CA

- Defined and implemented brand's creative vision across TV, digital, social, OOH, and internal content.
- Shaped brand story and visual identity used by all internal marketing teams.

Sr. Art Director – Various Agencies & In-House Roles

Companies: Personal Capital, Edelman, Argonaut, Camp + King, PayPal, BSSP, Mekanism, MUH-TAY-ZIK | HOF-FER, Dentsu, Grey, McCann, AKQA (Washington, DC)
2016 - 2020 | Contract | San Francisco, CA & Washington DC

- Spearheaded integrated campaign development, winning new business from major brands including Kaiser Permanente, ServiceNow, Mitsubishi, and FootJoy.
- Conceptualized and executed multi-channel campaigns for clients like Cricket Wireless, Nature's Path, and Energizer.
- Developed strategic social media programs for PayPal and Audi.
- Led company-wide rebranding initiative for Personal Capital, significantly improving blog UX and lead generation.
- Developed award-winning campaign concept for Microsoft's Xbox *Halo Infinite*.
- Designed visual identity system for Sony PlayStation's *MLB the Show*.

Sr. Art Director – AKQA

Dec 2015 - Jun 2016 | Contract | San Francisco, CA

- Led digital, social, and PR campaigns for Activision, generating 500M+ earned impressions and winning Clio and One Show awards.
- Designed landing pages and digital in-game stores, driving user engagement.
- Optimized Levi's mobile checkout UX, significantly increasing conversion rates.

Art Director – R/GA

Dec 2014 - Nov 2015 | Full-time | Playa Vista, CA

- Produced integrated campaigns for Beats By Dre, contributing to brand growth.
- Partnered on creative pitches for new business acquisition, expanding client roster.

Art Director – Translation

Sep 2012 - Nov 2014 | Full-time | New York, NY

- Conceptualized State Farm's first Neighborhood Sessions music festival.
- Directed integrated campaigns for State Farm, Bud Light, Sprite, and McDonald's.
- Designed visual identity for Bud Light's Men's NCAA Basketball Tournament.
- Pitched and won Champs Sports account, creating successful seasonal campaigns.

Art Director – Wieden + Kennedy

May 2012 - Jul 2012 | Contract | New York, NY

- Developed TV and social concepts for ESPN's *'It's Not Crazy, It's Sports'* campaign.
- Designed print and OOH ads for Delta Air Lines.