Brian Yap

Creative Director/Illustrator
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I am a visual and idea jack-of-all-trades, with experience as a creative director, designer, illustrator, product designer, as well as a print production, retouching and digital-imagery specialist. As part of any team I contribute greatly to the capabilities of visual execution and design as well as bringing a strategic level of thinking to any project.

I truly believe that concept and execution walk hand in hand in terms of importance no matter the project, and have consistently fought to set high standards for both in my work.

Along with a strong, almost obsessive work ethic, I believe in having fun and being inspired. Working as part of a team is as fulfilling for me as handling a project solo, and I have been part of teams that range in size from a few people to 25-30. In many of these environments I was called upon or took the lead role in directing creative, and generating ideas.

EXPERIENCE

Saint Louis, MO
Feb 2006 – Present

Boxing Clever
Creative Director

Helping to take a small production company through the transition to full service creative agency, I was part of the team within 4 Alarm Studio that was responsible for branding a creative identity for the new side of the business. This included naming and creating the identity for Boxing Clever, designing the the majority of visuals for as many as 20 pitches in one year leading to winning such clients as Tuaca Liqueur, Chambord Liqueur and Chambord Vodka, Finlandia Vodka, Lambert Airport, Doghouse Systems, Shell Automotive (through the Kerry Group), Furniture Brands (Lane and Broyhill), O'Fallon Brewery, SIUE Athletics, Sain Sound Recordings, Saint Louis Science Center and Tsunela SEO. During the initial pitch process and to completion of work; I designed, concepted, brainstormed and directed production as well as art directed photoshoots and researched print materials and special processes. For jobs that were more promotional marketing oriented, I created whole campaigns based on element lists and designed/comped everything from advertising to promotional POS to chotsky giveaways to high end premiums and launch kits.

As the agency grew I took on the role of creative director, developing a powerful new type of creative team built on members that have multiple sides to their talent and work at a higher level of output than the average creative. As the role of "designer" has changed so has the need to build creative teams that can tackle a variety of projects and direct outside resources and still continue to keep a very high level of consistency in the work.

This approach has lead to continued growth within the scope of our original clients, winning more business among companies we already had a relationship with like Brown-Forman, and creating new opportunities with exciting new clients like Adobe systems and their newly created Touch Tooling group.

Saint Louis, MO
Feb 2006 – Feb 2007

4 alarm studio
Digital specialists/Senior Designer

Joined small group responsible for high-end imagery and comp support for local and national agencies. I have worked as both a digital specialist and senior designer for agency projects as well as direct to client projects. Clients include Bacardi, Tecate, Budweiser, Shell motor oil, Heineken, Anheuser Busch, and Corzo; as well as projects like event posters for local venues, CD and LP packaging, website design, and print materials.

While my role in this agency/studio shifted dramatically as we moved into working directly with clients as a full service creative group, I consider the ability to "do" paramount to our success so far and always look to bring on creatives with similar backgrounds.

Saint Louis, MO
Feb 2005 – Feb 2006

Elan Polo/Mitre Soccer Division
Design Director

Responsible for the design of new a soccer/fashion fusion-style line of apparel to coincide with the launch of a casual shoe line. I worked with sourcing agents and apparel developers to create sample lines, directed trade show booth design and consulted with retainer agency involved in marketing. I also created all in-house marketing materials, brand graphics and catalogs for the shoes and apparel for this brand. This job also entailed frequent travel for marketing research as well as trade shows and product sourcing meetings.

Saint Louis, MO
Oct 2000 – Feb 2005

Zipatoni(now Rivet Global)
Art Director

I worked on the New Business Team at Zipatoni in a hybrid role of art director and production specialist, utilizing all skills to work on all new business pitches and new client projects. This job involved every aspect of the creative visual process from comp to presentation to execution. In this role I had the opportunity to direct photoshoots, design client programs, and create digital comps. In the time I was on this team, we garnered work from Jim Beam, Maytag, White Castle, Winchester, Baci candy (Nestle UK) and several promotions added to the Miller and Energizer brands.

After that I transitioned to working as part of the team responsible for Energizer, White Castle and Viactiv. This move gave me the opportunity to learn more about working with a brand on a daily basis. I was able to lend digital and traditional illustration skills to the team while developing as a brand art director. I was also very involved in new business pitches and working with the visuals in new client

assignments.

Saint Louis, MO
Oct 1995 – Oct 2000

Trendmasters INC. (now Cepia)

Senior Product Designer/Marketing Designer

Concepted, developed and designed toys and products for a variety of licensed product lines including; Powerpuff Girls, Dexters' Laboratory, Osmosis Jones, Cartoon Network, Spy Kids, Godzilla (Movie and Animated series), Halloween, Christmas, Easter, Coca Cola, Tootsie Roll, and M&M. This included everything from original concepts to semi-engineering packets sent overseas. I was senior to 15+ designers and responsible for supervising workflow, communication meetings and brainstorming as well as working with packaging and R&D divisions to help with any support requests.

I also helped push a traditionally classic, art department towards using graphics software in their workflow as well as working as a designer in the marketing department for the last year I was with the company. I was responsible for design of marketing materials for sales personnel, PR promotions and media events. This included designing product feature sheets and whole-line marketing booklets, early conceptual logo design, concept and design of domestic and international sales ads, warranty cards , coupons, event booth displays, in-house presentations and catalog one sheets.

Edwardsville, IL
Aug 2011 – Present

SIUE

Adjunct Professor

I was asked to teach at Southern Illinois University Edwardsville in the Art and Design department and have had a rewarding time working with students to create relevant projects that focus on design, typography and illustration in the upper level of their coursework.

EDUCATION

Richmond, VA
Aug 1988 – May 1993

Virginia Commonwealth University

Communication Arts BFA

VCUarts is ranked the #1 public university arts and design program in the country (US News & World Report)

Communication Arts is the study and exploration of the qualities, disciplines and technologies that enable us to create and communicate with insight, vision and voice. Students create visual solutions using a variety of media such as illustration/digital/ electronic imaging for print, television, film and the web.
Many graduates and faculty are nationally and internationally honored illustrators, artists, and designers.

The prestigious Society of Illustrators 2006 National Scholarship Competition in NY accepted more works by VCUarts Communication Arts students than any other university in the U.S.

School information:
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Richmond, VA 23284-2519
arts@vcu.edu
Phone: 804-VCU-ARTS (804-828-2787) | 866-534-3201 (toll free)
Fax: 804-828-6469

AWARDS

Jun 2011

Adobe
customer success profile

Sep 2011

Adobe Systems Max Conference 2011
Panel Speaker

Nov 2011

Davey Awards
Gold Award - Adobe Ideas Blog Illustration

Nov 2011

Davey Awards
Silver Award - TUACA Perfect Chill POS/Poster/Case Card

Jan 2011

Saint Louis Addy's
Silver - O'Fallon Brewery 02 A O'Fallon Packaging Hemp Hop Rye

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Jun 2010

The Communicator Awards
Vintage Vinyl “Anvil” - Poster

Aug 2010

STL egotist
featured creative

Oct 2011

Spoon Graphics
Art and Design Inspiration

Nov 2011

John Nack on Adobe
profile/video

LANGUAGES

English (Native)

SKILLS

illustration, adobe creative suite, Digital Manipulation, Creative Direction, direction photography, directing video, Advertising print design, conceptual key art, Product Design, Packaging Design

ADDITIONAL INFORMATION

I continue to be heavily involved in art shows and publications in the Midwest as an outlet and exercise to keep my personal creativity from getting "tunnel vision" Its important in any creative field to be constantly open to inspiration and interpretation. Every year I participate in a gallery invite only art show called Famous Fictional, at the Mad art gallery in Saint Louis, MO. It is curated by nationally respected artist and designer, Dan Zettwoch, and is always a rewarding experience.