

CHIA YU HSU

DESIGNER + ILLUSTRATOR

EXPERIENCE

CYH DESIGNS

Atlanta, GA

Owner, Designer, & Illustrator

A one-man design house specializing in branding, web, branded environments, and design consultation. Currently maintains clients in the food, jewelry, retail, and property development industry.
2008 – present

UNBOUND

Louisville, KY

Creative Director

Provides design consultation, direction, and feedback for a team of juniors developing mobile-focused responsive sites for clients that range from AC wholesalers to luxury limousine services.
2016 – present

LAUNCH INC

Boulder, CO

Freelance Designer

On-demand design support for print, web, UI/UX, and branding work.
2016 – present

SNYDER CYCLES

Atlanta, GA

Graphic Design Partner

Provides marketing consultation, branded environment design, and digital marketing collateral to streamline customer interactions and increase exposure through consistent brand language.
2013 – present

BOTTLE ROCKET

FINE FOOD & BEVERAGE

Atlanta, GA

Graphic Design Partner

Creates and maintains various print collateral and ad campaigns for their one-off and annual events.
2011 – present

ANTHEM WORLDWIDE

Atlanta, GA

Temp Sr. Art Director

Provided leadership and design support for brand-centric projects. Worked closely with copywriters and fellow designers to come up with effective visuals and strategies for various clients like Goody, Paper Mate, Coca Cola, Heinz, Graco, CLEAR, and more.
2014 – 2015

CASTLEBERRY HILL

HISTORICAL ARTS DISTRICT

Atlanta, GA

Creative Director

Rebranded and maintained brand standard in partnership with Jack Bloom for a limited one-year run before getting turned over by new management.
2013 – 2014

MILLER ZELL

Atlanta, GA

Sr. Graphic Designer

Led a team of designers to tackle various branded environment projects and provided design support to other in-house teams when necessary. Created their revised logo, brand guideline, design/capabilities presentation templates, and various other ad campaign-related collateral.
2013

MILLER ZELL

Atlanta, GA

Graphic Designer

Worked with Interior Designers to produce unique product fixtures, retail signage, and cohesive retail environments for clients like CVS, Walgreens, Walmart, Nestle, Suntrust, Michelin, Dollar General, and more.
2011 – 2013

SAVANNAH COLLEGE OF ART & DESIGN

Atlanta, GA

Graphic Design Tutor

Provided design feedback and direction for projects, html/css coding, and technical skills in Adobe Creative Suite for graduate and undergraduate students.
2010 – 2011



EDUCATION

Savannah College of Art & Design
Atlanta, GA
BFA, Graphic Design
Minor, Advertising
2011

SKILLS

Adobe Photoshop, Illustrator,
InDesign, and Dreamweaver
Mac, Windows, and Linux OS
English and Mandarin Chinese

CONTACT

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