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KEN CAO

CREATIVE DIRECTOR



PROFESSIONAL SUMMARY

Creative Director with over a decade of experience leads with a forward-thinking approach to brand development and marketing. Harnessing a robust skill set in project management, creative direction, and visual communications, this professional has consistently driven market position enhancements and brand refreshes. With a commitment to innovation and excellence, they are poised to deliver transformative leadership and creative strategies in future roles.

EMPLOYMENT HISTORY

MAY 2023 - PRESENT

Creative Director, Clapper, Dallas

- Steered creative strategies across various channels
- Spearheaded a significant brand refresh
- Managed a multi-disciplinary team of creatives
- Directed high-impact projects, enhancing company's market position

JUN 2021 - MAY 2023

Senior Art Director, Recreation Dallas, Dallas, TX

- Spearheaded design projects for 7-Eleven, UDF, Rebel, Stripes, Speedway, WellHealth, Homemade Brand, Laredo Taco Company
- Elevated project output quality by embracing cutting-edge design techniques
- Perfected design project delivery, ensuring client satisfaction through attention to detail

OCT 2018 - JUN 2021

Creative/Art Director, Self Employed, Dallas, TX

- Delivered high-quality design solutions, ensuring complete client satisfaction
- Boosted freelance business growth by 40% through cultivating long-term client relationships
- Demonstrated analytical prowess in managing freelance design operations

OCT 2017 - JUN 2018

Senior Graphic Designer, MonkeyTag, Dallas, TX

- Led high-quality design projects for Samsung and local clients (Children's, The Rack)
- Boosted efficiency in design processes
- Refined project workflows, ensuring meticulous attention to brand and design standards

JAN 2016 - OCT 2017

ART DIRECTOR, Lerma/, Dallas, TX

- Brainstormed innovative ideas to enhance client satisfaction
- Worked collaboratively with major brands: Clamato, DPSG, Dr Pepper Mexico, 7UP, Metro, The Home Depot, Total Wine & More
- Ensured brand consistency across all platforms

SEP 2015 - JAN 2016

Digital Designer, Dallas Market Center, Dallas, TX

- Specialized in digital design
- Contributed to a significant increase in online presence
- Supported marketing efforts to heighten brand visibility

JAN 2014 - MAR 2015

Graphic Designer, UTA Art+Art History, Arlington, TX

- Spearheaded the design of promotional materials and exhibition posters
- Managed departmental websites, ensuring up-to-date and engaging content
- Collaborated on event production and marketing initiatives

EDUCATION

AUG 2009 - DEC 2014

BFA - Visual Communications, University of Texas at Arlington, Arlington, TX

AIGA President
VSA Vice President

SKILLS

Creative Direction



Design



Marketing



Brand Development



Project Management



Innovation



Client Relationship Management



Graphic Design



Art Direction



Visual Communications



Digital Design



Web Design



Print Design



Social Media Marketing



LINKS

[My Website](#)

LANGUAGES

English



Vietnamese



HOBBIES

I've cultivated a lot of my aesthetic through my hobbies such as aquascaping, terrariums, indoor plants, and interior design.