

KEN CAO WORK HISTORY

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CREATIVE DIRECTOR

Innovative Creative Director with a track record of transformative leadership in design and marketing. Proficient in orchestrating compelling brand narratives and fostering creative excellence.

EDUCATION

BFA – Visual Communications
University of Texas at Arlington
08/2009 – 12/2014

AWARDS

AAF DALLAS 32 UNDER 32
2023

CREATIVE DIRECTOR

Clapper – Carrollton, Tx
05/2023 – Present

- Led brand revamp, increasing user engagement by 20% and app downloads by 10%.
- Implemented project management system, increased efficiency by 67%.
- Managed a team of 2, fostering innovation and creativity.
- Initiated marketing strategy, boosting CTR by 10%.

SENIOR ART DIRECTOR

Recreation Dallas – Dallas, TX
06/2021 – 05/2023

- Spearheaded design projects, improving client engagement by 30% for UDF.
- Developed creative processes, enhancing efficiency and output quality.

ART DIRECTOR

Self Employed – Dallas, TX
10/2018 – 06/2021

- Delivered diverse design solutions, resulting in a 100% client satisfaction rate.
- Cultivated long-term client relationships, expanding freelance business by 40%.

SENIOR GRAPHIC DESIGNER

MonkeyTag – Dallas, TX
10/2017 – 06/2018

- Managed design initiatives, achieving a 35% improvement in project completion time.
- Oversaw projects ensuring brand consistency and high quality for Samsung and local clients.

ART DIRECTOR

Lerma/ – Dallas, TX
01/2016 – 10/2017

- Directed creative campaigns, increasing client retention by 25%.
- Collaborated on innovative ideas, enhancing client satisfaction for brands like Clamato, 7UP, Metro, The Home Depot, Total Wine & More, and well, more.

CONT.

DIGITAL DESIGNER

Dallas Market Center – Dallas, TX
09/2015 – 01/2016

- Specialized in digital design, contributing to a 20% increase in online presence.
- Supported marketing efforts, enhancing brand visibility.

DIGITAL DESIGN INTERN

Black Book Ink – Dallas, TX
03/2015 – 08/2015

- Assisted with web and print design, social media content, and event production

GRAPHIC DESIGNER

UTA Art+Art History – Arlington, TX
01/2014 – 03/2015

- Designed promotions, exhibition posters, and managed department websites

SKILLS

- **Creative and Art Direction:** Steering creative strategy and visual storytelling.
- **Editorial Strategy:** Shaping content with a compelling narrative focus.
- **Communication:** Expertise in conveying ideas and fostering team collaboration.
- **Design Proficiency:** Mastery in design software like InDesign, Illustrator, and Photoshop.
- **Project Management:** Efficiently balancing multiple projects with keen attention to detail.
- **Analytical Thinking:** Utilizing data-driven insights to inform creative decisions.
- **Innovation Management:** Implementing cutting-edge solutions within budget constraints.
- **Interpersonal Management:** Building and maintaining robust professional relationships.