



▶ **Diana Yeo | Art Director** 267, 8th Street, 1R, Brooklyn, NY 11215 | 646.515.7877 | yeo_diana@yahoo.com

INTRODUCTION I have 12 years of experience in the print design discipline in New York, London and Singapore. I am able to work independently, be a leader and also function as a team player in an open, fast-paced collaborative environment. I am a U.S. permanent resident.

PROFESSIONAL EXPERIENCE **RUDER FINN, INC. | May 2000 – Present**

March 2003 – Present, New York
Art Director

- Responsible for client management, assessment of needs and project fulfillment from conception to completion, building brands and developing print materials for global clients.
- Assist the Creative Director in managing a team of designers and production artists by providing art direction for layout execution.
- Collaborate with the Advertising Director and copywriters on print ad campaigns.
- Oversee the design aspect of new business pitches with various PR divisions in the company.
- Manage the design and production of *MOVE*, a magazine of the Ruder Finn Group.
- Experienced in working with illustrators, photographers, copywriters and commercial printers.
- Knowledgeable about print production and printing press supervision.

May 2000 – February 2003, New York & Singapore
Senior Designer

- Worked with art directors and production team to service the wide-array of clients, taking projects from initial conception through to completion whether in print or digital.

BULLETPROOF DESIGN, London | October 1997 – March 2000
Middleweight Designer

- With a hands-on approach, I was involved in the conceptual, design execution and production stages of all print collateral projects I took on. This process allowed me to accumulate a wealth of knowledge and experience that provided me with a solid foundation for my present thorough working style.

THE COMMUNICATION POST, Singapore | July 1995 – June 1997
Junior Designer

- Took on immense responsibilities in handling an array of design projects from conception to production, with the mature sensibility of a senior designer.

COMPUTER SKILLS InDesign, Photoshop, Illustrator, QuarkXPress, Acrobat, Microsoft Word and PowerPoint

AWARDS Creativity, American Graphic Design, BMA Dx, PRSA Bronze Anvil, Sabre and PRWeek

OTHER LANGUAGES Fluent in written and spoken Mandarin, conversant in Cantonese, Hokkien and Teochew

EDUCATION Nanyang Academy of Fine Arts, Singapore, 1995
Diploma in Graphic Design (U.S. equivalent of an Undergraduate Degree)