



Benjamin Chiang

CREATIVE DIRECTOR

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EDUCATION **Art Center College of Design** 01/2001 – 08/2004
B.F.A. in advertising design

University of California, Los Angeles 09/1997 – 06/2001
B.A. in design | media arts, minor in French

EXPERIENCE FREELANCE 08/2017 – PRESENT

Mindshare Entertainment & Content + / GroupM (New York, NY)

Alzheimer's Association, American Express, American Family Insurance, Campari, Castrol, Commvault, Diageo, Forevermark, General Mills (Nature Valley), John Deere, Lufthansa Group (Lufthansa & SWISS), Pandora Jewellery, Perdoceo Education Corporation, Unilever, WW

FREELANCE & STAFF 04/2015 – 10/2016

Grey (New York, NY)

AARP, Ally Bank, Bausch + Lomb, GlaxoSmithKline, UPMC, Volvo

FREELANCE 09/2014 – 03/2015

O2KL (New York, NY)

AARP, CareConnect, Guardian, MetLife, TIAA-CREF, WellPoint (Anthem, Blue Shield & Blue Cross)

FREELANCE 01/2012 – 09/2014

JWT (New York, NY)

Brand USA, HSBC, Litter Genie, Macy's, Nestlé (Lean Cuisine), Rolex, T. Rowe Price, Vonage

FREELANCE 10/2010 – 01/2012

Atmosphere Proximity / BBDO (New York, NY)

Citi, Cognizant, DePuy, DHL, Emirates, Hertz, Qualcomm

FREELANCE 07/2010 – 09/2010

G2 / Grey (New York, NY)

Campbell's (Chunky, Campbell's Kitchen), JM Smucker's (Smucker's, Crisco, Swanson, Jif)

FREELANCE 02/2009 – 06/2010

MRM / McCann Worldgroup (New York, NY)

Diageo, General Mills (Betty Crocker, Bisquick, Hamburger Helper, Chex Mix), Intel, Lunesta, MasterCard, Nikon, US Army

FREELANCE & STAFF 08/2007 – 02/2009

R/GA (New York, NY)

Discover Card, Goldman Sachs, SC Johnson (Glade, Off!, Raid, Ziploc)

FREELANCE 02/2007 – 06/2007

OgilvyOne / Interactive (New York, NY)

Kodak, SAP

FREELANCE 09/2005 – 12/2006

FCB (New York, NY)

American Standard, Fordham University, HP, IRS, Motorola, Trane

AWARDS **Macy's "Yes, Virginia"**

2013 Cannes Lion: gold, silver & bronze / 2013 CLIO: gold, silver & bronze

2013 ADC Cube: silver & bronze / 2013 One Show Pencil: bronze, merit

SKILLS Adobe apps, Google Web Designer, Celtra, Jivox, Amazon Store Builder, Dotdigital
Mandarin (fluent), French (basic),
Winning airlines and tourism contests & sweepstakes on social media