

WANDA LAU Creative Direction + Design

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www.wandalau.com

Objective Wanda is a passionate advocate of usability, looking to lead and inspire a dedicated team of creatives, work within a talented multidisciplinary environment, and to develop strong client relationships, optimal user experiences and innovative web presences. She brings a highly developed aesthetic, with nearly fifteen years of professional design experience for a wide variety of Fortune 500 clients.

Expertise Interactive Design, Visual Brand Development, Conceptual Strategy
Print Design, Logo and Identity Design

Employment History

- 5/2009 - Present **INDEPENDENT CONSULTANT**
Creative Director/Art Director/Designer
Engagements include creative direction, concept development, integrated marketing solutions and hands on design for both global and boutique brands. Recent projects: Collaborated on strategic campaign approaches and integrated digital solutions for a new drug for women through Kaplan Thaler Group; Conceived and designed interactive marketing tactics for several Starwood Hotels and Resorts Worldwide brands; Managed overall creative effort for a new online search application targeted to legal professionals by ALM Media. Praised for creative solutions, quality of work and seamless process.
- 5/2004 - 5/2009 **GREATER THAN ONE, NY**
Associate Creative Director
Creative direction and design for brand identity, websites, interactive marketing, print, and integrated advertising. Projects include interaction design for clients Eli Lilly, Novartis, Hologic, Novo Nordisk and TransitCenter. Additional responsibilities include pitching and growing new business, client contact and presentations, departmental process development and leading and mentoring a creative team of designers, Flash animators, copywriters and information architects.
Highlights include award winning designs for numerous Medtronic Diabetes brands and 2008 Best in Class honors for sites IronToxicity.com and FullTerm.net. Procured new business engagement with Thomson Reuters Healthcare and Cochlear Americas resulting in significant revenue for the company. Promoted to Senior Art Director and then to Associate Creative Director.
- 8/2002 - 3/2004 **STARWOOD HOTELS & RESORTS, NY**
Senior Designer
Redesigned Sheraton.com collaborating with information architect, content and brand teams to create a richer site experience. Enhanced and integrated interactive marketing campaigns for other Starwood brands included Westin, Luxury Collection, St. Regis, Four Points, Sheraton and W Hotels.
Additional responsibilities included mentoring junior staff and the hiring and management of third party vendors ensuring strategic integrity throughout design and production phases of online projects.
- 12/1999 - 2/2001 **KNOWLEDGE KIDS NETWORK, LA**
Senior Designer
Online brand development for Pre-K thru 6 educational website. Managed creative initiatives ensuring synergy across print and online channels. Solely responsible for the conceptualization, direction and design of all marketing materials, including digital site tours, online partnership presentations, promotional collateral and event graphics.

9/1994 - 10/1999

THE DESIGN WORKS, LA

Art Director

Integral in the brand strategy of Palm handheld computers, defining a revolutionary new product category. Designed retail store POP, packaging, and signage. Procured vendors, supervised print runs and art direction of product photoshoots and illustrators. Created engaging marketing collateral that impressed software client SmartCode, generating new account for company. Additional creative leadership and engagements for ARCO, Seiko, Pacific Bell and Nissan.

Education

Bachelors of Art, University of California, Los Angeles, 1994
Graduated with honors

Awards

2009

Interactive Media Awards (IMA) Best in Class
Medtronic CareLink Interactive Guide

Interactive Media Awards (IMA) Best in Class
www.FullTerm.net

Communicator Awards (3)

Awards of Distinction - exceeds industry standards in quality and achievement
www.FullTerm.net
www.IronToxicity.com
Medtronic CareLink Interactive Guide

2008

Web Health Awards

Various categories and distinctions
www.IronToxicity.com, Medtronic Guardian REAL-Time Interactive Module,
www.FullTerm.net

Communicator Awards

Award of Distinction - exceeds industry standards in quality and achievement
www.TransitCenter.com

Web Marketing Association's WebAward

Outstanding Achievement, Pharmaceuticals Standard of Excellence,
www.FullTerm.net, Medtronic Guardian REAL-Time Interactive Module,
www.IronToxicity.com

2006

Web Marketing Association's WebAward

Outstanding Achievement, Pharmaceuticals Standard of Excellence,
www.EXJADE.com - Branded Site for Non-U.S. Physicians

2005

World Wide Web Health Awards

Silver, Advertising/Marketing Information Web Site,
Pharmaceutical Company www.FibroidFacts.com

DTC National Advertising Awards

Gold, Best Branded Pharmaceutical Web Site, Lupron Depot
www.FibroidFacts.com and www.EndoFacts.com

Web Marketing Association's WebAward

Outstanding Achievement, Pharmaceuticals Standard of Excellence,
www.TooSoon.com