

HELEN YU

Art Director with 5 years' experience in creative concepting for earned, owned and paid media. Expertise in digital, print and motion design.

EXPERIENCE:

Art Director

Edelman (Washington, DC / Hybrid)

June 2022 – present

- Concepts, directs and executes on earned, owned and paid media campaigns from initial stages ideation to execution
- Collaborates with creative team, designers, production, strategists, account leads and IAT
- Presents to clients for reviews

Designer

Edelman (Washington, DC / Hybrid)

Feb. – June 2022

- Creates stunning visuals for print, web, video and social media
- Incorporates knowledge of color, typography, hierarchy and motion to client brand identity

Graphic Designer

National Association of Realtors® (Remote)

June 2021 – Jan. 2022

- Designs print and digital assets for campaigns and events targeting 1.5 million members

Creative Consultant + Designer

Freelance (Remote)

Jan. 2019 – present

- Crafts compelling narratives and dynamic visual assets to captivate diverse audiences and fortify brand identities

SKILLS:

Design Software

- Adobe Photoshop, Illustrator, InDesign, Lightroom,
- After Effects, Premiere Pro
- Figma

Typography

Color

Generative AI

EDUCATION:

Duke University, May 2018

B.A. International Comparative Studies | GPA 3.9

- valedictorian, cum laude
- Sirena WuDunn Memorial Merit Scholarship

CONTACT:

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