

Michael Yong

Art Direction & Design

<http://michaelyong.com>
michael@michaelyong.com
917.957.4106

Overview

An award-winning experienced and highly motivated Creative Director with a passion for the management of creative teams as well as the concept development and execution of creative campaigns.

Work Experience

Senior Art Director/Associate Creative Director— Contract

Charles Schwab
September 2022 - present
Jersey City, NJ

Senior Art Director/Creative Director for internal agency work focusing on client conversion tactics and communications regarding Charles Schwab's acquisition of TD Ameritrade. These tactics include:

- Rebranding the TD Ameritrade Network into the Schwab Network
- Conversion communications through all direct channels including E-mail and Direct Mail
- All social media work supporting TD Ameritrade client conversion as well as TD Ameritrade Network

Associate Creative Director

Caesars Digital
September 2021 - August 2022
Jersey City, NJ

Creative Director/Manager for a 5 person design team responsible for:

- The creation and overseeing the cross-channel production of promotional campaigns for Caesars Sportsbook, iCasino and World Series of Poker products
- The creation of cross channel marketing campaigns that launched Caesars Sportsbook in the New York and Louisiana markets
- Building the promotion campaign production workflow, which began as a stable of designers, into a dedicated production department

Associate Creative Director, Studio1 TD Ameritrade

January 2013 - August 2021
Jersey City, NJ

Creative Director/Manager for multiple design teams within the TD Ameritrade Studio1 internal agency responsible for:

- Social media creative
- Collateral, marketing and branding projects
- Branded regulatory forms collateral

Awards:

- 2021 FCS Portfolio Award Silver—Corporate Image Visual Identity System
- 2019 FCS Portfolio Award Gold—Consumer Retail Direct Mail
- 2019 FCS Portfolio Award Bronze—Consumer Retail Social Media Non Paid/Organic
- 2018 FCS Portfolio Award Bronze—Consumer Retail Collateral

Senior Art Director

THE COOPER GROUP
September 2009 - August 2012
New York, NY

Design Lead on the Morgan Stanley Smith Barney and American Express Agency Lite Accounts.

Senior Art Director

Freelance
June 2002 - present
New York, NY

Clients: American Express, McDonald's, Goldman, Sachs & Co., Standard and Poor's, Fieldpoint Private Bank, mimeo.com, dELiA*s, Museyon Guides, SOHO Publishing, Vertical Publishing, New York Junior League, Spacedog Entertainment, D'expósito & Partners, Asian American Writer's Workshop, New York University, Columbia University Health Sciences

Education

School of Visual Arts
Bachelor of the Fine Arts in Illustration
June 2000
New York, NY

Stuyvesant High School
Regents Diploma
June 1994
New York, NY