



Gail Look-Yan

SENIOR GRAPHIC DESIGNER

I'm an artist, data-driven senior graphic designer who has experience in B2B and B2C demand gen marketing. My extensive career spans many industries and I've worked in advertising agencies and global marketing departments. I'm able to think conceptually then bring ideas to life with strong design solutions that have helped businesses develop authentic customer relationships.

RECENT EXPERIENCE

TECH SKILLS

Adobe Creative Cloud, Canva, Figma, HTML, CSS, WordPress, MS Office, MS Team, Mailchimp, Asana

EDUCATION

B.A., Graphic Design
San Diego State University

Vocational Diploma,
Front End Web Development
General Assembly

Vocational Diploma,
Computer Graphics
Platt College San Diego

STRENGTHS

Strategic thinking
B2B and B2C marketing & positioning
Collaborative communicator
Proven track record, increasing ROI
Branding - creating or strengthening
Agile and curious
Creative development/execution
Visualizing complex messages
Seasoned project management skills

FIND ME HERE

gaillookyan.com
linkedin.com/in/gaillookyan

Graphic Designer
2/03 - Present

studio G

- Conceptualize and design at a strategic level multi-dimensionally - digital, web and print - delivering excellent execution.
- Can jump naturally from production to art direction.
- Create or strengthen brand visions throughout multiple touchpoints. Video, web, animation, ebooks/brochures, infographics, social media, tradeshow/event/exhibit, environmental, packaging, catalogs, UX/UI, logos and sales presentations.
- Boost client visibility and increase sales by providing marketing strategies and creative development, meeting customer guidelines and budgets flawlessly.

Senior Art Director
2/18 - 8/18

Generation Next Franchise Brands

- Established a viable corporate identity and brand. Successfully directed and executed projects including websites, digital/print assets and custom franchisee visuals. The result was increased visibility and doubled sales.
- Recreated the visuals of the frozen yogurt vending kiosk. This helped the company to sign a well known national/international golf pro as a franchisee.
- Designed the user interface of the kiosk and art directed photography.
- Created trade show graphics and marketing materials that attracted hundreds of attendees and increased new business opportunities.

Art Director
4/15 - 9/16

Masar Johnston Advertising and Design

- Bringing a unified approach to launching Althea's bio-conjugate manufacturing and HPAPI fill and finish services, I created the visual representation of an Antibody Drug Conjugate (ADC) product, marketing collateral, event, website, digital, mural and door graphics.
- Executed projects ranging from a custom pinball machine, custom packaging, catalogs, hand drawn illustrations, logos, product launches, tradeshow graphics and websites.



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SENIOR GRAPHIC DESIGNER

DESIGN EXCELLENCE AWARDS

CASE Awards
American Marketing Association
of San Diego
Public Relations Society of America
(2 awards)
Healthcare Communicators
of San Diego
American Corporate Identity
Creative Show of San Diego
Print Magazine
Neenah Paper
International Logos and Trademarks

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RECENT EXPERIENCE CONTINUED

Marketing Specialist/
Lead Graphic Designer
6/07 - 4/15

Saint-Gobain Solar Gard LLC

- Created a company brand identity and voice. Designed brand guidelines, then trained and managed branding on a global scale throughout multiple platforms. This ensured consistent, high-quality marketing materials and messaging.
- Strategically developed marketing materials with a global approach, being sensitive to country-specific considerations.
- Worked hand in hand with senior management, sales, service, technical, product teams and customers to build value and drive retention for services and products.
- Daily management of projects from concept to completion while directing production artists and external vendors.
- Created digital animations and video for sales presentations, marketing initiatives and tradeshow events.
- Remixed video content with country specific accents/dialect.
- Redesigned packaging and labels ensuring quality assurance for compliance, visibility and storage.
- Art directed photo and video shoots, provided creative direction and designed branded materials - websites, signage, ads, social media, tradeshow booths, interactive POPs, eblasts, enewsletter templates, white papers, case studies, spec sheets, selection books, pitch decks, and sales kits.
- Created a branded shop with modular retail installations and spearheaded the build out at an actual customer's location.
- Represented the marketing department to customers and company teams in other countries.