

Experience

Wieden+Kennedy NY New York City, New York | March 2021 - Present

Art Director

- Art directs for clients such as Nike, Heinz, Google, Delta Airlines, McDonald's, Real Kraft Mayo, and Grey Poupon.
- Won Google business in response to their 25th anniversary social campaign brief.
- Collaborated on Nike's new video series, Nike Future Movement.
- Traveled across the US to record an on-the-road podcast for Heinz's Black Kitchen Series: Innovators Season 2.
- Contributes to weekly writers' rooms and daily statuses for social media platforms across clients.

R/GA New York City, New York | August 2020 - March 2021

Junior Art Director

- Art directed for clients such as Ally, Instagram, and Facebook.
- BRG Council Member & Visual Lead for A+, the Asian D&I initiative.

Anomaly NY New York City, New York | June 2020 - August 2020

Art Director Fellow

- Selected by Anomaly NY as an Art Director Fellow through MAIP.
- Actively participated in weekly virtual experiences at New York office.

Projector San Francisco, California | August 2020

Freelance Art Director

- Project-based work for Projector, a template creator platform.
- Created a series on how to use the platform through making your own digital zine.

MAIP New York City, New York | June 2020 - August 2020

Multicultural Advertising Internship Fellow

- Fellowship selected for BBH LA in '19 and Anomaly NY (Virtual) in '20.
- Engaged in seminars, workshops, and integrated campaign work.

BBH LA Los Angeles, California | June 2019 - August 2019

Art Director Intern

- Selected by BBH LA as summer Art Director intern through MAIP.
- Participated in pitches and executed art direction for clients such as Google, Quibi, T-Mobile, and Stitch Fix. Key member in winning Google Social Campaign Pitch.

The Color Complex Austin, Texas | January 2020 - May 2020

Artist Curator & Production Director

- Executed "The Museum of Color", an interactive art exhibit raising awareness of colorism through otherwise mundane objects.
- Curated pieces, cultivated museum layout and led in exhibit creation.

Bumbl Austin, Texas | October 2019 - January 2020

Freelance Designer

- Concepted and created social assets for Instagram stories and in-feed social posts.
- Worked alongside creative team to ensure mission-first content that responded to cultural moments.

KVRX 91.7 FM Austin, Texas | January 2018 - May 2020

Graphics Director, Zine Lead, Radio DJ, Photographer

- Led visual direction in creating graphics for concerts and created semesterly zine.
- Cultivated playlists to play on radio weekly, photographed events, and operated the radio station live on air.

Skills

Adobe Creative Suite (*Most proficient in Photoshop, Illustrator, Premiere After Effects, InDesign*), Concepting, Branding, Content Creation, Social Media, Community Engagement, Photography, Video, Figma

Education

The University of Texas at Austin - Graduated May 2020

B.S. Advertising, Stan Richards School of Advertising
Texas Creative Sequence, Portfolio I-IV

Mono No Aware - October 2022 - Present

Intro to 16MM Film, October 2022

Stop Motion Puppetry on 35mm Film, October 2023

Interests

Filmmaking

- Created films through Mono No Aware with screenings at Anthology Film Archives and the MOMA.

Zines

- Both on my own, through collaborations, and commissioned work, zine making is prominent in my creative endeavors.

Content Creation

- Created fashion and lifestyle channel, KianaHearts, with over 60,000+ subscribers and 4.5 million views.
- Weekly videos led to multiple collaborations including Steve Madden and RookieMag.

Virtual Engagement

- Led three day digital portfolio review for Texas Creative with 5,500 views and 40+ hours streamed live.
- Managed team while creating branding and website.

Awards, Press, & Achievements

- 🏆 2023 Adweek Best Branded Podcast for Heinz
- 🎬 Film screening this November at the MOMA
- 🏆 2023 Signal Awards Winner for Heinz
- 🏆 2023 McDonald's Shorty's Awards - Winner
- 🏆 2023 McDonald's Shorty's Awards - Finalist & Audience Honor
- 🎧 Featured in Sounds About Riso 2022
- 🎬 Film screened at Anthology Film Archives 2022
- 🏆 2022 Webby Winner in Diversity & Inclusion for Nike FM
- 📰 Featured in Adweek Champions Issue June 2020
- 🏆 2020 Recipient of Working Not Working's & The Ethel's Club Dream Investment Fund in Partnership with Jezz Chung
- 🏆 2020 Gold Austin Addys
- 📰 Featured on Ads of the World 2020
- 🏆 🏆 Led Art Curation & Production Design for \$25k Grant Museum of Color through The Color Complex: Featured on Texas Global, The Daily Texan, The Color Complex Online
- 📰 📰 Featured in AfterGlow ATX for Visual Poems
- 🏆 2019 Silver AAF District Addys
- 🏆 2019 Gold AAF Addys
- 🏆 2019 Silver AAF District Addys
- 🏆 2019 Gold AAF Addys
- 🏆 2019 Bronze AAF District Addys
- 🏆 2019 Silver AAF Addys
- 📰 Featured in Steve Madden Magazine and RookieMag
- 🏆 🌟 Most likely to be the Fairy Princess of Texas Creative (Quite possibly my proudest achievement)