

CAMHOA CHAU

CREATIVE DIRECTOR | SENIOR GRAPHIC DESIGNER

Creative Director and Senior Graphic Designer with 14+ years of experience and a proven progression from hands-on designer to creative leader. Expert in brand evolution, digital products, retail partnerships, and cross-functional collaboration. Known for balancing strategic vision with high-quality execution across web, mobile, print, and product.

CORE COMPETENCIES

Creative Direction
Brand Strategy
Visual Identity Systems
UI / UX Design
Marketing Campaigns
Web & Mobile Design
Packaging & Retail
Motion & Video
Cross-Functional Leadership

TOOLS

Adobe Creative Suite
Microsoft Office
Sketch / Figma
Shopify Web Design
Klaviyo Email Marketing

EDUCATION

SAN JOSÉ STATE UNIVERSITY

Bachelor of Fine Arts, Graphic Design
Magna Cum Laude

ADDITIONAL

Fluent in English and Vietnamese

 camhoachau@gmail.com

 camhoachaudesign.com

 408.242.8146

EXPERIENCE

YESVIDEO / 2010 – PRESENT

CREATIVE DIRECTOR / 2023 – PRESENT

- Defined and led creative vision across brand, marketing, and digital platforms
- Directed concept development from ideation through execution for campaigns and brand assets
- Ensured cohesive storytelling and visual consistency across web, mobile, print, and product
- Partnered with marketing, engineering, and leadership to align creative with business goals
- Reviewed and approved creative deliverables to maintain brand integrity and quality
- Elevated team performance through feedback and guidance

SENIOR DESIGNER / 2014 – 2023

- Maintained and evolved the company's visual identity across digital and physical touchpoints
- Designed interfaces for mobile apps and websites in collaboration with Engineering
- Led design execution for email, social, packaging, and marketing campaigns
- Introduced modern design trends and best practices to refresh brand presence
- Served as a creative lead on key product and marketing initiatives

GRAPHIC DESIGNER YESVIDEO / 2010 – 2014

- Designed marketing materials including websites, packaging, brochures, and retail assets
- Supported partnerships with Costco, Walmart, and Sam's Club on print and web advertising
- Created animated graphics, videos, and edited photo/video content
- Ensured brand consistency across all deliverables

DESIGN CONSULTANT INTERO REAL ESTATE / 2013

Designed and implemented real estate listing proposal templates that would become printed booklets filled with information and data on apartment complexes on the market.

DESIGN CONSULTANT THE MOTHER COMPANY / 2013

Created presentation templates that matched the style of the company site. Organized and created graphics for the venture capital presentation to help share the story of The Mother Company.

DESIGN CONSULTANT PRICETECTOR/EYEONA / 2012

Designed print and company-branded items, such as business cards, Powerpoint templates, posters, flyers, banners, and phone cases for company trade shows.

STUDENT/JUNIOR DESIGNER SAMSUNG / 2010

Worked in collaboration with other BFA students in conducting research and designing for an academic-sponsored project with Samsung creating app icons for their mobile devices.