Vu Dang

Creative Director · Brand Design, Content Creation & Generative AI

vudographics.com | vudo1@icloud.com | 949.293.5748 | linkedin.com/in/vudang | Orange County, CA

Summary

Creative director with 30+ years leading brand design, integrated campaigns and content across digital, social, email, experiential, print and out-of-home. Known for turning strategy into visual storytelling, building high-performing teams and bringing AI into the workflow without sacrificing craft.

Experience

30+ years · agency and in-house

Creative Director

Aug 2025 to Nov 2026 | San Clemente, CA

Inhabit Collective (Real Estate Brokerage)

- Partnered with the CMO to define and elevate the brokerage's visual brand across presentations, email, social, logos and print.
- One of a two-person in-house creative team, taking projects from concept through final production.
- Brought Midjourney, Adobe Firefly and Kling AI into the workflow to speed up graphic and video production and enhance photography.
- Designed premium listing and buyer presentation templates for a consistent, high-end client experience.

Design Studio Director

Jan 2022 to Jun 2025 | Costa Mesa, CA

Schiefer Chopshop

- Led the agency's Design Studio, directing designers on campaigns across digital, social, experiential and traditional channels.
- Partnered with strategy, media and account teams on integrated campaigns with measurable results.
- Campaigns for Aaron's, Mothers, Well Labs+, Irvine Company, Weiser and Good 'n' Fun.

Senior Art Director

May 2016 to Dec 2021 | Costa Mesa, CA

Schiefer Chopshop

- Concepted and executed national campaigns across CPG, automotive, consumer tech and lifestyle.
- Work for Prestone, TCL, Discovery+, Belkin, Kwikset, Pfister, NHRA, Visit Laguna Beach and more.
- Designed the UX/UI for the first 360° VR experience integrated with 360° content, which won multiple Webby Awards.

Associate Creative Director

Sep 2012 to Apr 2016 | Marina del Rey, CA

Direct Partners

- Directed Sony eCRM programs generating $155M in annual revenue, with open rates up to 87%.
- Designed campaigns that helped WWE pass 1 million subscribers.
- Improved UX for Silk.com, lifting sign-ups 53%; email grew the database 59% with a $10 ROI.

Earlier: Art Director, Direct Partners (2009 to 2012), plus prior design and art direction roles.

Selected results

69M+
Impressions from a WNBA halftime sponsorship on CBS
Let Dogs Dog · Good 'n' Fun

2.2×
Increase in brand engagement
Prestone Defy

4,000+
Assets delivered to launch a brand-new streaming platform
Discovery+

+22%
Subscriber growth in under a year, from 6.7M to 8.3M
WAWYA · Boost Mobile

Core competencies

Leadership

Creative direction · Art direction · Team leadership · Mentoring · Cross-functional collaboration · Agency + in-house

Brand

Brand strategy · Identity · Logo design · Guidelines · Visual storytelling · Integrated campaigns

Content

Social · Email & CRM · Presentation design · Collateral · Real estate marketing · Print & OOH

Digital

Web design · UX/UI · HTML5 banners · Digital advertising · Performance marketing

Generative AI

AI image generation · AI video generation · AI-assisted design · Prompt writing · AI post-production

Skills & tools

Design	Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Figma
Generative AI	Midjourney, Adobe Firefly, Kling AI
Production	Web design, HTML5 banners, motion design, print production, AI-enhanced post-production

Awards

Multiple Webby Awards & national honors

For work with Boost Mobile and Visit Laguna Beach, including UX/UI for the first 360° VR experience integrated with 360° content.

Education

BFA, Graphic Design

California State University, Fullerton

Selected clients

Discovery+ · TCL · Prestone · Belkin · Pfister · Good 'n' Fun · Aaron's · Mothers · Irvine Company · Weiser · Kwikset · Sylvania · Baldwin Hardware · Brembo · Decked · Edelbrock · NHRA · Visit Laguna Beach · Sony PlayStation Network · WWE · Toyota · AAA · Silk

Let's make something worth a second look.

vudo1@icloud.com · vudographics.com