

BAO VO

CREATIVE DIRECTOR, DESIGN THINKER, TEAM LEADER.

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OBJECTIVE

I am a hands-on design director with over a decade of digital agency leadership experience. I am proud of my reputation as a creative generalist and a motivational force who cultivates and inspires effective teams in the name of building iconic brands and staying ahead of the technology curve.

EXPERTISE

- Brand strategy, corporate identity design
- Leadership and management
- Estimates, budgeting, scheduling
- Presentations, workshops, public speaking
- Design research, user testing
- Wireframing and prototyping
- UX and UI design
- Copywriting and editing

EDUCATION

ArtCenter College of Design, Pasadena CA

Bachelor of Science in Environmental Design with focus on branded experiences

EXPERIENCE

Bao Vo Creative, Inc.

Founder and Creative Director, 2008 - Present

Entertainment Production & Licensing, Los Angeles, CA

- Develop brand strategy and identity design, produce style guides, marketing materials, packaging, memorabilia for 4 in-house artists, 14 full-length releases, 4 tours.
- Compose and publish a music catalog of nearly 200 songs for albums, games, film.
- Develop and host Youtube show and podcast “Coffee with BAO” and two other content series.
- Licensed musical compositions to brands like Burton, Oakley, CrossFit, Ski-Doo, and more in partnership with Modern Works Music Publishing.

WANDR Studio

Head of Talent Development, May 2018 - August 2020

Product Strategy and UX Design Firm, Los Angeles, CA

- Recruited and cultivated extraordinary designers from around the world.
- Trained and developed creative talent to thrive in an all-remote workflow.
- Developed programs and partnerships to help WANDR scale and optimize operations.
- Co-developed curriculum for WANDR Startup MVP Bootcamp hosted by partners Adobe.

Juicykits.com

Founder and CEO, 2013 - 2017

National E-commerce Brand, Los Angeles, CA

- Designed brand strategy and identity, website, packaging, and products featured on the DIY Network, Martha Stewart, Better Homes & Gardens, LiveStrong, The Washington Post, and more.
- Earned #1 video and top 3 search engine positions for leading industry search terms, resulting in over 200K YouTube views and over 65% organic unpaid traffic - 2x the industry standard.
- Increased Instagram following by over 200% in one year by establishing influencer partnerships and launching a succulent-themed home goods product line featuring Instagram artist collaborations.

Hoverstate

Creative Director, 2010 - 2014

Digital Marketing Agency, Woodland Hills, CA

- Grew agency within two years from 7 employees to 45, plus overseas development teams. Hired and managed creative department of 12 full-time UX, UI, IA, copywriters plus freelance talent.
- Won two Webby Awards for Health Net website and “Health Net Mobile” iOS app.
- Led the redesign of corporate branding, hired and managed design and buildout of new offices.