

Ivy Gao

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Education

Chicago Portfolio School 2018–2019

Art Direction

Northwestern University 2014–2018

Radio + Television + Film

Interactive Media + Game Design

Psychology

Integrated Marketing Communications

Technical Skills

Microsoft Suite

Adobe Creative Suite

Adobe Premiere

Adobe After Effects

Autodesk Maya

Unity Game Engine

Interests

Dogs

Video Games

Escape Rooms

Dungeons and Dragons

Intersectional Feminism

Work Experience

Art Director (2021- present) VMLY&R

Mazda | Meta VR (previously Oculus) |

Coca-Cola | Microsoft

Relocated to the West Coast to work on brands that are as passionate about gaming and technology as I am. Giving my all to winning pitches and pushing clients to think less like a brand and more like a human being.

Junior Art Director (2020-2021) The Escape Pod

Smithfield Pork | Merrick Pet Care |

Turkey Hill | Hearing Health Foundation |

Think! | Zing Zang | Golf Pride

Embraced the small agency life by wearing many hats. Ideated 360 ad campaigns and brought them to life with design, social, video, print, and experiential activations.

Freelance Jr Art Director (2020) Art Direction Intern (2019) Golin

McDonalds | Pepsi | Nintendo |

Walmart | Ferrara Candy |

National Peanut Board

Creative PR meant only big ideas. Churned out unexpected solutions, presented with gusto, received feedback with grace, learned something, and then got back up to do it again.

Creative Projects

Art Director (2018) “Omelet Chef,” a VR video game

Since Northwestern didn't offer any classes on VR, I spearheaded one myself. Through self-learning, I created a virtual reality video game. This experience taught me the importance of persistence and the joy of curiosity.

Writer & Director (2018) “Face to Face,” a live action short film

This project went through a four year cycle of rejection and revision before it was funded. This fantastical story was a slice-of-life that featured a quiet protagonist who woke up every morning with a different face. Efficient communication and steadfast leadership united a creative team of over 70 people to bring this short film to the screen.