

# YUNXUAN WU

## Art Director

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## EXPERIENCE

**DIGITAS** NORTH AMERICA  
Art Director  
Mar 2022-Present  
Bank of America

**RAPP** NEW YORK  
Junior Art Director  
Oct 2020-Mar 2022  
PayPal | Grey Goose | Lilly  
| American Family Insurance

**WUNDERMAN THOMPSON** TOKYO  
Art Director Intern  
July-Sep 2020  
Listerine | BMW | MINI Cooper | Puma

**TBWA\RAAD** DUBAI  
Art Director Intern  
June-August 2018  
Nissan | Bloomingdale's | Louvre Abu Dhabi

**CC&E ADVERTISING** CHINA  
Creative Intern  
May-August 2017  
Alipay | CNICE Toothpaste

## EDUCATION

**SCHOOL OF VISUAL ART**  
Masters in Branding  
Sep 2022-July 2023

**MIAMI AD SCHOOL NEW YORK**  
Art Direction  
Oct 2018-Sep 2020

**SYRACUSE UNIVERSITY**  
S.I. Newhouse School of Public Communications  
B.S. in Advertising (Dean's list)  
Aug 2014-May 2018

School of Information Studies  
B.S. in Information Technology  
Management Studies (Dean's list)  
Aug 2014-May 2018

## AWARDS

**Young Lions Competition USA**  
Bronze (Print)

**Clio Awards**  
1x Silver | 1x Bronze (Health)

**New York Festival**  
2x Finalist

**Communication Arts Competition**  
1x Winner | 2x Shortlist

**Creativity International Awards**  
1x Platinum | 3x Silver | 3x Bronze

**Muse Creative Awards**  
1x Platinum | 1x Gold | 1x Silver

**NYX Awards**  
1x Silver

**Vega Digitals Awards**  
1x Centauri Winner

**Summit Creative Awards**  
1x Gold | 1x Silver | 1x Bronze

**The Golden Award of Montreux**  
1x Finalist

**Creative Conscience Awards**  
1x Commended Shortlist

**RAF ADDY Awards**  
2x Gold | 1x Best in Show & Scholarship Winner

**Graphis New Talent Advertising Awards**  
4x Gold | 4x Silver | 1x Merit | 1x Honorable

**Lürzer's Archive Magazine**  
1x Published

**Campaign of the World**  
1x Published

**Ads of the World**  
13x Published

## SKILLS

**Adobe Creative & Sketch & Figma**

**Information Technology**  
Web Design, HTML, CSS, jQuery, SQL

**Languages**  
Cantonese, Mandarin, English, Korean, Sarcasm