

LORI MEI TSAI

ART DIRECTOR

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(408)722-1016

[Linkedin](#)

[Portfolio](#)

SKILLS

Art Direction

Graphic Design

Branding

UI/UX Design

Photo Retouching

Video Editing

Photography

Illustration

SOFTWARE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere Pro

Adobe Lightroom

Adobe After Effects

Figma

Midjourney AI

ASK ME ABOUT

Cafes in Japan

Restaurants in London

Learning languages

Indie video games

Collecting sea glass

EDUCATION

VCU Brandcenter

SEP 2024 - MAY 2026

M.S. in Business/Branding

Art Direction

Boston University

SEP 2019 - MAY 2022

B.S. in Advertising

ART DIRECTION EXPERIENCE

MOWER AGENCY

Art Direction Intern | JUN 2022 - SEP 2022

Assisted the creative department by fulfilling a range of design needs including web design, design concepting, video editing, and social asset development. Clients include Nuvera, Martin House, and National Grid.

WMA LONDON

Creative Intern | FEB 2022 - APR 2022

Designed thumbnails and social assets for Netflix, Sony Music, Gwen Stefani, Alexisonfire, Riley Roth, and Ava Lily. Created social media video content for Legacy Recordings, Saleka, and Magic Star.

TIFF CHANG, CREATIVE DIRECTOR

Creative Intern | JUL 2020 - APR 2022

Created packaging and advertising mockups, retouched photographs, and conducted image research for various beauty and fashion clients including Calvin Klein, A.L.C., and Isamaya Beauty.

SUPERDIGITAL

Creative Intern | NOV 2021 - FEB 2022

Designed client decks and social assets, conducted research on TikTok and social media trends, and pitched brand activation ideas for clients such as Meat District, Windows, and Mi Nina.

BU ADLAB

Art Director | JAN 2021 - MAY 2021

Designed client decks and social assets, conducted research on TikTok and social media trends, and pitched brand activation ideas for clients such as Meat District, Windows, and Mi Nina.