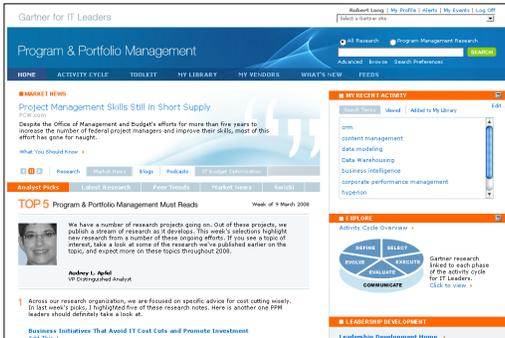


L A N A Y U

[www.lanayu.com](http://www.lanayu.com) [design@lanayu.com](mailto:design@lanayu.com) 917. 847. 3964

Who said what about me? Search my name on LinkedIn.



### Gartner.com

[www.gartner.com](http://www.gartner.com)

A suite of custom websites service the world's most influential companies from every sector of the technology industry. Content-rich experiences provide indispensable insight and tools.

Look and Feel, interaction design and day-to-day creative oversight.



### Touchscreen Mobile Kiosk

[www.lanayu.com/screens/kiosk.html](http://www.lanayu.com/screens/kiosk.html)

Placed in the back of a cab, this friendly kiosk enables you to pay for your fare with a credit card. Using GPS, the kiosk let's you track your trip and access information about local restaurants and entertainment.

Look and Feel, information architecture, and motion design.



### My Art

[www.flickr.com/lanayu](http://www.flickr.com/lanayu)

My latest visual exploration. Projects include a mural about "finding the natural order of things", a visual diary of spontaneous sketches and illustrations for a children's book about going from a smaller world to a larger world.

Drawing, painting and experimenting with materials.

I have a passion for visualizing strategies that strengthen the brand, inspire audiences and make for better experiences.

## EXPERIENCE

### **Independent Designer/Creative Director**

New York Metropolitan Area  
Currently

Create effective communications for print, web, video and environments. Selected clients include Showtime, Sporting News, Cinemax, Dreamworks, Kraft, Financial Times, Juvenile Diabetes Foundation and small businesses.

### **Art Director, Gartner**

Stamford, CT  
Art Director: 2005 to 2009  
Consulting Designer: 2002 to 2005

Creative direction for websites, applications, video and print for a \$1.3 billion, 4,000 person company. Collaborated with business heads, production teams and individuals within a complex organization to ensure that Gartner insight was delivered to clients in a way that is thoroughly relevant, useful and on brand. Defined overall approach and design standards while mentoring design team of six designers.

### **Interactive TV Designer, Cablevision**

Woodbury, NY  
2001 to 2002

Design for Cablevision's digital cable service, iO (Interactive Optimum). Projects included concepts for new programming, on-air graphics and a visual system for advertising, accompanied by a comprehensive styleguide.

### **Director of Advanced Projects, <kpe>**

New York, NY  
1999 to 2001

Initiated an R&D role to advance learning and innovation beyond client-driven projects. Facilitated study and prototype development in Interactive TV and wireless solutions.

### **Design Director, <kpe>**

New York, NY  
1997-1999

Oversaw creative development of websites, advertising and new business initiatives. Clients include ABC, CBS, TBS Superstation, VH-1, Showtime Networks, Discovery Channel, Disney, IMAX, Variety, Barnes and Noble, Abbeville Press, Golden Books, TheStreet.com, BCBG, LEI Jeans, Kraft Foods, Proctor and Gamble, Elmers, Coleman Co., Sprint, Sony, Chase, Radio Free Asia and Princess Cruises. Pitched and won new business initiatives for \$500K+ projects. Built and mentored a staff of fourteen art-directors, designers and production artists.

### **Creative Director, Byron Preiss Multimedia**

New York, NY  
1995 to 1997

Creative direction and design for educational games in partnership with Penguin, Simon and Schuster and Prentice Hall. Managed a pool of a dozen freelancers as well as local and off-shore animation studios across multiple projects. Titles include American Heritage U.S. History for Young People, a School and Homework Reference (rated A+ by Newsweek's Parent Guide to Children's Software), Ringling Bros. Barnum and Bailey 12 Circus Rings, a math game and the Inside-Outside World of Roxie Munro, a Treasure Hunt Adventure. Concepted and designed a real-time 3D playroom for Intel, demonstrating the power of their new processors.

### **Art Director, Mass Media, Inc.**

Thousand Oaks, CA  
1995

Art direction, 3D modeling and interface design for 3D Table Sports, a network, multi-player game featuring classic arcade table sports with a digital twist. Codie Awards finalist for Best Sports Title. Produced for Time Warner.

### **Lead Artist, POV Entertainment Group (Philips Media)**

Thousand Oaks, CA  
1992 to 1994

Interface design for interactive games that blended gaming with live-action characters and narrative. Art-directed sports fantasy game, NFL Hall of Fame Football (for the Philips CD-I platform). Also contributed to other CD-I and CD-ROM titles including the award-winning interactive film, Voyeur, Caesar's World of Boxing (Best Sports Title, Cybermania Awards), Girl's Club, and Mystic Midway's Phantom Express, a 3D thriller ride.

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## MEDIA

Print, Web, Touch-screen Kiosk, Video,  
Interactive TV, Environments, Materials

## EXPERTISE

Creative/Project Management  
Brand Management  
Visual/Communication Design  
User-centered Interface Design  
Information Architecture  
Animation/Motion Design  
Space Planning and Interiors  
Fine-Art  
Mentoring and Teaching

## TOOLS

### Operating Systems:

Mac and PC

### Design Software:

Photoshop, Illustrator, InDesign, Quark Xpress, Flash,  
Dreamweaver

### General/Project Management Software

MS Word, MS Excel, MS Project, MS PowerPoint, Adobe  
Acrobat, Visio.

### Languages:

HTML, CSS, Java, JavaScript and DHTML.

### Traditional Materials:

Drawing, painting, photography, video, cel-animation,  
bookbinding, fiber arts, model-making, collage, ceramics,  
industrial tools and processes.

## MEMBERSHIPS

### AIGA

Museum of Modern Art  
Asia Society

## EDUCATION

### B.A. in Design

#### University of California, Los Angeles

Multi-disciplinary design program with a strong grounding in design principals, tools, processes and materials. Emphasis on conceptual problem solving and visual literacy. Core course work included drawing, color-theory, 3D form, and design history. Advanced coursework included communication design, industrial design, ceramics, fiber arts, photography, video, book structures, computer graphics, interactive media and comprehensive design history that explored the role of design in our culture from the earliest times to the present.

To support myself through school I taught at an art camp, a weekend Chinese school and also privately in small groups and one-on-one. I also worked as a photographer, typographer, paste-up artist and designer for a design studio, an advertising agency and small businesses in the LA area.

Throughout my career I have continued to enhance my learning by taking classes in art, design and technology at the School of Visual Arts, Parsons, Center for Books Arts, the American Film Institute and UCLA Extension.

## RECOMMENDATION

"In working closely with Lana for over 5 years, I have continually been impressed by her design sensibility and professionalism. Lana has very a strong design background and is extremely grounded in design fundamentals. Further, she has an excellent understanding of how the power of branding and good design can help a business fulfill its goals. Lana is not only an innovative and accomplished designer but is also a strong leader. In collaborating with her on numerous large-scale projects, I have been struck repeatedly by her abilities at all levels. She is able to engage and impassion a team of designers through concepts to implementation. The end result of her efforts has consistently been an innovative and elegant visual solution that has satisfied business as well as end-user needs. I most highly recommend Lana. She will be able to tackle any design challenge!"

Sara Rivas  
Director of Interaction Design, Gartner

[For more recommendations find me on LinkedIn](#)

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