

Allen Yu

Creative Director/Art Director

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EXPERIENCE

CD

VCCP US / MUH-TAY-ZIK HOF-FER - San Francisco
September 2018 - October 2023

Clients: Audi / Staples / Alexa / Albertsons / Apple TV+ / MLB
Google Meet / StubHub / Shell / Niantic / Sonos / NCMEC

- Won new business: Albertsons, Apple TV+, Klaviyo, Alexa.
- Pushed clients to think outside the box with non-traditional marketing.
- Managed creatives and oversaw work from all facets of integrated campaigns.

CD

TBWA/GREATER CHINA - Shanghai
June 2017 - September 2018

Clients: adidas / Intel / Booking.com

- Won new business: Booking.com as the creative lead.
- Won the first Cannes Lion for adidas China, in the past 10 years.
- Created and produced campaigns to respond to a fast growing Chinese market.

ACD

DAVID&GOLIATH - El Segundo
January 2011 - May 2017

Clients: Kia Motors / Jack in the Box / NFL Network / Universal Studios
California Lottery / VIZIO / Carl's Jr. / LG Mobile / MGM Hotels

- Won new business: Jack in the Box, NFL Network, LG Mobile, MGM Hotels, California Lottery.
- Produced Super Bowl campaigns for Kia Motors and Jack in the Box.
- Founded "Bravehearts", a mentorship initiative to empower and inspire young creatives.

AD

PULSAR ADVERTISING - Beverly Hills
August 2005 - January 2011






Clients: Amtrak Virginia / Metrolink / Big Blue Bus

- Created compelling campaigns for transportation clients accustomed to more traditional branding.
- Served in multiple roles in the creative department as part of a small agency.

EDUCATION

ACADEMY OF ART UNIVERSITY - San Francisco - BFA in Advertising

SKILLS

leadership			adobe creative suite
creativity			google docs
communication			art direction/design
warriors fan			copywriting



AWARDS

2023 Shortys - Niantic - Pokemon GO
Winner - Live events
Gold - Extended Reality
Silver - Immersive
Bronze - Gaming

2021 ADC - Albertsons - Refresh The Run
Shortlisted - Art Direction - Food Photography

2021 Addy's - Albertsons - Refresh The Run
Bronze - Elements of Advertising

2019 CLIO - Audi - Spider-man
Silver - Theatrical: Partnerships & Collaborations

2019 CLIO - Audi - Spider-man
Bronze - Theatrical: Original Content

2019 Communication Arts - Audi - Q3 in O3
Digital Advertising/Travel/Transportation

2018 Cannes Lions - adidas - Any Terrain
Bronze Lion - Design
Spatial & Sculptural Installation and Experience

2018 ECI Awards - adidas - Any Terrain
Gold - Innovative Tech/Digital Marketing

2017 Cannes Lions - Kia - Hero's Journey
Bronze Lion - Film
Cars & Automotive Products & Services

2017 USA TODAY Ad Meter - Kia - Hero's Journey
#1 Super Bowl Ad

2017 YouTube AdBlitz - Kia - Hero's Journey
#1 Super Bowl Ad

2016 CLIO - Kia - The Zone
Silver - Film: Commercial

2016 One Show Jack in the Box - Legendary Coupon
Bronze - PR Stunt

2016 Addy's Vizio - Captivated
Silver - TV Campaign

2016 Addy's Vizio - Ultra Real
Silver - Poster Campaign

2015 Adweek - Kia - The Zone
Ad of the Week

2014 TheFWA.com - Kia - Techathlete Games
Site of the Month - Digital Game

2014 Webby Awards - Kia - Techathlete Games
Honoree - Branded Game

2008 Lurzer's Archive - Neosporin - Dangerous
Published in Vol.4 - Print Campaign

The 2004 One Show Newspaper Association
Finalist - Print Campaign