

linda fung

contact

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LINKEDIN.COM/IN/FUNGLINDA 

in-house experience →

CREATIVE LEAD / ACD

JULY 2021 - PRESENT

Working with Chick-fil-A Restaurant operators across the national to help create custom content (through print, social, digital, partnerships) to tell their Restaurant story and raise brand awareness within their local areas

CHICK-FIL-A

SENIOR ART DIRECTOR – CONTRACT

JAN. 2021 - JULY 2021

Working with stakeholders and in-house creative team to concept social, digital, and in-restaurant print material to help equip local markets with appropriate marketing content

Assisting production teams on Chick-fil-A photo and video shoots for seasonal social campaigns and art directing Little Blue Menu photography for supporting brands (Garden Day, Flock & Farm, Because, Burger, and Outfox Wings)

agency experience →

SR ART DIRECTOR

SEPT. 2020 - JAN. 2021

Working with team to help with conception and execution of social, TV, and digital campaigns for Baskin Robbins, Truist, and assisting with new business needs

22SQUARED

SR ART DIRECTOR

AUG. 2019 - SEPT. 2020

Leading a team on conception and execution of social, digital, and experiential ideas for campaigns for LinkedIn, Larabar, and any additional new business pitches

EP+CO

ART DIRECTOR

JUNE 2016 - AUG. 2019

Collaborating with leadership to ideate for social, digital, and experiential ideas for campaigns for LinkedIn, 20th Century Fox, Men's Wearhouse, Forrest Films, Lenovo, The UPS Store and new business pitches; Executions involve photography, animation, and graphic design

JR / SR GRAPHIC DESIGNER

APR. 2011 - JUNE 2016

Collaborating with leadership to execute print and digital work to support existing campaigns for clients such as Verizon; Ensuring all print and digital materials go through a quality assurance process

education →

UNIVERSITY OF SOUTH CAROLINA

AUG. 2007- DEC. 2011

BFA in graphic design

skills →

CONCEPTUAL IDEATION

Brainstorming and leading social, digital, print, and experiential ideas for campaigns

ART DIRECTION

Leading team in brainstorms, providing executional direction, and assisting in photo/video productions

BRANDING

Creating corporate identities that involve everything from logo designs to visual style guides

SOCIAL MEDIA

Concepting and executing content specific to various social media platforms and developing social and visual playbooks for markets

DESIGN

Accessing my photography, animation, and graphic design skills to showcase concepts and deliver on print/digital content

programs →

ADOBE SUITE

Indesign / Photoshop / Illustrator / After Effects / Premiere / Lightroom

MICROSOFT OFFICE

Word / Excel / Powerpoint

GOOGLE

Doc / Sheets / Slides