



# Louisa Lau

Creative & Design. Art director and graphic designer with 15 years expertise.

📍 London, UK

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## Languages

English (Fluent)

Chinese (Work Proficiency)

## About

Louisa Lau is an art director and graphic designer with 15 years expertise working for innovative startups and established brands. She helps brands tell their story through strategic thinking and modern design, creating visual solutions across thoughtfully crafted brand, print and digital platforms.

Having worked for brands and agencies, she understands what clients need to bring visual identities to life, and how to refresh their communications. Louisa comes from a travel, lifestyle and fashion background working for brands including Black Tomato, Cadillac, Raffles Hotels, Diageo, Dazed and Style Bubble .

### BRANDS WORKED WITH

- Black Tomato
- Cent Magazine
- Dazed Digital
- Design Studio —
- Harvey Nichols
- Lust & Found
- McCann - Creative Agency
- Studio Black Tomato — Creative Agency
- Style Bubble / Susie Bubble
- Yachting Partners International

## Experience

### ● Head of Creative

Yachting Partners International | Oct 2020 - Now

Work alongside the Head of Marketing to plan and execute a creative and marketing strategy for the brand, its new products and services.

- Launched the company's first rebrand in 15 years with great industry wide success improving brand metrics and perception.
- Develop global brand strategy and produce corporate visual and tonality brand guidelines.
- Set and administer an annual and marketing budget measuring the impact of creative strategies vs cost of implementation.
- Manage 4 direct reports, managing team workload, overseeing their creative and personal development.
- Oversee and guide the brand's digital and social media presence.
- Manage creative partners such as video producers and freelance photographers.
- Oversee all content and copy across all platforms; digital, print and social.
- Responsible for all event creative such as yacht shows and open days, ensuring the brand is correctly represented in all event collateral and real life touchpoints.
- Responsible for driving new creative projects, brand partnerships and white label creative services.

### ● Art Director

Style Bubble / Susie Bubble | Jul 2011 - Now

Responsible for two rebrands and two site relaunches for fashion writer Susie Lau, leading the creative for all design collateral from digital assets, business cards to social graphics.

### ● Head of Design

Studio Black Tomato — Creative Agency | Jan 2017 - Sep 2020

- Lead and develop the creative vision for brand strategy and content agency Studio Black Tomato and its luxury lifestyle clients including Bulgari, Cadillac, One&Only, Hamilton, Johnnie Walker British Airways.
- Collaborate with internal and external teams to concept and deliver creative for, but not limited to brand roll out, rebrands, advertising, film making, digital, print, social.
  - Take client briefs to build best in class campaigns and activations from conceptual stage through to execution, managing budget requirements.
  - Work with Account and Strategy team to translate client's objectives into

effective deliverables by establishing clear campaign goals and on-brand creative.

- Manage a team of designers, art workers, and video producers to deliver all creative assets to clients.
- Brief and manage external creative partners such as video production agencies, talent agencies, photographers, stylists, illustrators and motion designers.
- Manage resource and workflow of creative team across design and video.
- Led creative strategy on multi channel campaigns
- Leading relationships with key clients, participate in and lead both team and client workshops.



## ● Art Director

Black Tomato | Jul 2012 - Dec 2016

Founding member of the internal creative agency behind Black Tomato.

- Responsible for leading the creative and design for Black Tomato (luxury travel)
- Manage and execute all design output from newsletters, brochures, website wireframes, and campaigns.
- Working with Exec Directors and Sales teams, define the agency's services offer to tourist boards, hotel groups and lifestyle brands. Services include branding, digital design, video production and print design.
- Built a creative team of copywriters, designers, video producers.

## ● Graphic Designer & Copywriter

Design Studio — | Feb 2012 - Mar 2012

Packaging design and copywriting for Nokia Care and Nokia Life product packaging collateral.

## ● Head of Creative

Lust & Found | Jan 2011 - Jun 2012

Launched online lifestyle magazine featuring current art, design, fashion and culture stories in London, producing 10-15 new articles every week.

- Responsible for brand creation, website design/launch, and promotion of the site via social outreach.
- Recruited and managed a team of 12 contributing writers and photographers.
- Pitched and secured brand partnerships and advertorials with Le Meridian hotels, and Stills Atelier.



## ● Harvey Nichols | Jul 2011 - Dec 2011

Writing editorial copy for online and offline channels, for the site, customer emails and print material.

- Managed all social media channels by generating on-brand and engaging content.
- Worked closely with the Marketing, Events and Press teams to ensure the online editorial content and social strategy tied in with their current and upcoming campaigns.



## ● Cent Magazine | Feb 2008 - Dec 2010

Worked with Editorial team to commission articles/illustrations

- Worked with Art Director to design page layouts, check pre-press artwork and liaised with printers.
- Launched original site and oversaw design, UX, content production and social media.
- Responsible for all visual communications including email, social media, video and print.

## ● Dazed Digital | Jul 2008 - Feb 2010

Produced illustrations for Dazed exhibitions and Dazed brand partnerships.

- Reported on London Fashion Week by photographing looks backstage and writing show reports.

- **Graphic Designer & Illustrator**

McCann - Creative Agency | Jun 2008 - Jul 2008

Client pitch deck design and pitch illustrations for 'The Coke Side of Life' campaigns.