

**amy yvonne yu**  
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**Objective** Creative problem solving.

**Portfolio** <http://www.virtuallynonexistent.com/portfolio/>

**Press** <http://www.virtuallynonexistent.com/press.html>

APA Apple Store Lecture  
POP (Photographers on Photography) article  
AKQA Content Production  
Photo District News | How Photographers Can Brand Themselves for Social Media Work  
National Geographic Creative Panel | Monetizing Social Media  
Photo District News PhotoServe | Art Producer Amy Yvonne Yu Looks at How the Internet Changed Imagery

**Skills** Curating and creating visual content for global clients 12 years agency and production side. 15 years agency and production side experience in producing stills, videos and experiential (events, holograms, image mapping, etc.) globally.  
Well versed across integrated mediums with projects between \$200 - \$2M budget.  
Oversaw a creative department of 20-60 people and implemented process at agency.  
Able to line produce.  
Extensive celebrity and influencer experience.  
Conversational in Italian, Cantonese, and French.

**Employment History** **Freelance**

- Freelance: The Selby – culinary & beverage director (2011 - current), Fashionable Selby researcher (2013), Edible Selby producer stills & video (2010-2011).
- Freelance Senior Producer: AKQA – IBM Watson experiential, Activision Destiny 2 Antonio Brown spot, Levi's Holiday 2017, ServiceNow rebranding (7.2017 - current)
- Freelance Senior Producer: R/GA – Big Heart Pet Brands (1.2017 - 4.2017)
- Freelance Integrated Producer: Odysseus Arms – Facebook Global Causes launch (illustrations, t-shirts, animated gifs, 12,000 origami hearts, art installations, celebrity films with Susan Sarandon, George Lopez and Sean Penn.), Kodak Alaris Holiday spots, HotelTonight stills and videos. (1.2016 – 12.2016)
- Freelance Senior Experiential Producer: Venables Bell & Partners – Massage Envy (8.2016 - 9.2016)
- Freelance Senior Experiential Producer: Wieden+Kennedy New York – Equinox Goldrush (7.2016 - 8.2016)
- Freelance Art Producer: Camp + King – UGG global print with Tom Brady (6.2016 - 7.2016)
- Freelance Producer: Heist – Google AdWords Olympic spot :90 with gold medalist Michael Johnson (3.2016 - 4.2016)
- Social Media Content Consultant & Creator: Flavor Group – Fernet Branca (2015 - 2016)
- Freelance Art Buyer & Producer: Duncan/Channon – StubHub, Diamond Nuts (2015)
- Freelance Producer: West – Braintree, GoFundMe (2015)
- Headquarter Producer: H&M x Maison Martin Margiela Silent Manifesto, San Francisco, CA (11.2012)
- Photo Editor: Wired Magazine, San Francisco, CA (7.2012 - 10.2012)
- Project Manager: Ryan Partnership – Home Depot (5.2012 - 7.2012)

**Senior Integrated Content Producer: AKQA, San Francisco, CA (7.2013 – 4.2015)**

Clients: Activision, Anheuser-Busch, Audi, Gap, Google, Levi Strauss, Nike+, Nike Air Jordan, Nvidia, Safeway, Sony Playstation, Target, Visa FIFA 2014.

- Freelance Producer & Art Buyer (12.2012 - 6.2013)
- Production for stills, videos and experiential.
- Art buying & curating campaigns for print, video, interactive & experiential.
- Post production management: CGI, editorial, motion graphics, music search & licensing and retouching.
- Produced 32 :90 videos globally for the Visa FIFA 2014 Samba of the World interactive experience. AICP 2015 Next Awards Shortlist Best Integrated Campaign.
- Produced videos globally in 8 languages for the Live in Levi's Project.
- Produced livestream interviews with star athletes and celebrities, still photography, videos, and digital summit VIP event for Nike Air Jordan during NBA All Star Game 2014 in New Orleans.
- Produced 3 new product videos for Google I/O Conference 2013.

**Producer & Art Buyer: FCB, San Francisco, CA (2.2008 - 5.2012)**

Clients: Ad Council, Del Monte Pet Foods, Dow Chemicals, EA Games, Hilton, Kaiser Permanente, Kikkoman, Kraft, Levis' Dockers, Pacific Gas & Electric, Providence Everett Medical Center, SoCal Edison.

- Art buying & curating campaigns for print, interactive & experiential.
- Recommending all artists and crew for campaigns from concept to finish.
- Manage a crew of up to 30 on set.
- Negotiating and producing all projects within allotted budgets and time lines.
- Creating and managing schedules from conception to post production.
- Gathering all feedback from creatives and clients to vendors.
- Maintaining professional relationships with all artists and their agents.
- Archiving and maintaining logs of all files and imagery.
- Researching imagery (stock and otherwise) for creatives.
- Paying all vendors on a timely and accurate manner.

**Art Buyer & Traffic Manager: ATTIK, San Francisco, CA (6.2004 - 12.2007)**

Clients: Adidas, AOL AIM, AOL Moviefone, Boost Mobile, ExpressJet, Toyota Lexus, Toyota Scion.

- Responsible for art buying and trafficking all projects across all mediums.
- Negotiating contracts with artists regarding usage and fees.
- Standardizing the company workflow to create a trafficking process.
- Project management of all work and creating schedules.
- Studio management of all creative resources.
- Trafficking all materials and signed off for quality assurance
- Act as liaison between 60 people in house.

**Project Administrator: FatCat Digital, San Francisco, CA (12.2002 - 3.2004)**

- Standardizing the company workflow.
- Gathering information and materials for estimates.
- Preparing all materials and pertinent information for retouchers.
- Trafficking projects as they come in-house.
- Ensuring all materials to be shipped are ready and shipping deadlines met.
- Reviewing all proofs from printers.
- Invoicing accurately and promptly.
- Backing up critical data on a daily basis.

**Education**

University of California Davis  
BA in Art Studio 6.17.2000

Heavy emphasis in photography, sculpture, figure drawing, painting, and museum exhibition under the guidance of Jon Winet, Lucy Puls, David Hollowell, Mike Henderson, and Nancy Servis respectively.

**Affiliations**

Margaret Cho #BeRobin fundraisers (2014)  
Planet Magazine Global Travel Photo Contest Honorable Mention (2012)  
International Society of Photographers: Best Amateur Photographer Nominee (2007)  
SF Weekly: Best DJ in San Francisco (2006)  
Photographer's Forum: Finalist Annual Spring Photography Contest (2004, 2005, 2006)  
7x7 Magazine & Southern Exposure: Finalist of Bring on the Night Photography Contest (9.2003)  
Photographer's Forum: Finalist of 20th Annual College Photography Contest (2000)  
Uptown Arts: Artist and Curator (1.2000 - 12.2000)  
University of California Davis: Italian department tutor (Spring 1998)  
University of California Berkeley: Judo Club (1993 - 1995)  
Math Olympics 1<sup>st</sup> Place Regional (1991 – 1992)