

Andrew L. Hsu liangkai76@gmail.com <http://www.shoos.com/>

**education** **Massachusetts Institute of Technology** **Cambridge, MA**  
September 1995 – June 1999

Bachelor of Science in Art and Design: specializing in Architectural Design.  
Cumulative GPA 4.5/5.0.

**experience** **AKQA** ([www.akqa.com](http://www.akqa.com)) October 2006 – present **New York City, NY**  
Senior Art Director

Responsibilities include interactive art direction, design and concept ideation for clients which include Coca-Cola, Smirnoff, Comcast, Vivendi Games and Deloitte; as well as exploration and pursuit of new business opportunities. Designed the Coca-cola.com global landing page, contributed to initial design of Smirnoff.com, designed the Smirnoff.mobi WAP site; helped win business with Interscope and Aircell.

Involved across all disciplines, with the goal of ensuring the cohesion of visual and written creative, concept and strategy, and technical execution and support. Responsible for presenting work to the client at every stage of a project.

**R/GA** ([www.rga.com](http://www.rga.com)) September 2002 – September 2006 **New York City, NY**

Art Director, Lead/Senior Designer, Flash Actionscripter/ animator

Launched Nikebasketball.com in 2002, featuring shoes, athletes, and e-commerce. Designed and developed the Solesystem as well as several footwear and athlete features. Designed and developed a complete redesign in 2003. Launched a complete redesign of Nikerunning.com/usa in 2004, consisting of product and event features, e-commerce, and training tools for runners of all abilities. Also directed, designed, and/or built initiative sites such as Niketeamnationals.com (including a cross-country race playback feature), Nikefree.com, and Nikeair.com.

Oversaw and designed for a comprehensive integration effort for all of Nike.com, with the goal of unifying multiple Nike brand experiences with common user services, and integrating a complete Flash e-commerce system, which resulted in Nike Store.

**Freelancing** June 2000 – September 2002 **New York City, NY**

**Showtime Networks** May 2002 – September 2002  
**Toolbox** November 2001 – February 2002  
**Magnani Caruso Dutton** June 2001 – September 2001  
**Pocket Watch Projects** February 2001 – July 2001  
**Commerce One** December 2000 – May 2001

**Circle.com** October 1999 – June 2000 **Boston, MA**

**skills** Highly proficient Macintosh and Windows user. Skilled in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Keynote, and Flash 5/MX/2004/8 Actionscripting and animation. Other skills include digital and 35mm photography, model-making, drawing, and illustration.

**awards** **Smirnoff.com** 2007 Cannes Cyber Lions Bronze  
**Nike Running** 2004 London International Award (E-Commerce)  
**Nike Basketball** 2003 BDA Awards Gold (Flash Site), 2003 BDA Awards Silver (Consumer Website General), 2003 One Show Awards Silver (E-Commerce B2C Website), 2003 Clio Awards Bronze (Consumer Targeted Site), 2003 Flash Forward SF Best Commerce Site, 2004 NY ADDYs Silver (Flash Based Consumer Website).  
**Odyssey 5 Screensaver** 2003 One Show Awards Merit (Corp Image B2C - Other Digital Advertising), 2003 BDA Awards Gold (Interactive Screensaver).