



James CP Hu

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Qualification

I have 15+ years of interactive experience, with extensive knowledge of interactive advertising and visual concept development. I have a keen sense of design details, as well as the overall user experience and logic.

Areas of expertise

Interactive concept

Microsites, landing pages, modules/microcontents, demos, kiosks, presentations

Design strategy

Infographics, data visualization, wireframe & prototype

Visual direction

Design guideline, brand development, stylescape, storyboard, moodboard

Motion graphics

Showreels, product demos, presentations, interface animations, social

Design leadership

Manage, guide, and mentor creatives in their professional development

Professional experience

Creative Director - Design Strategy

Ceros, New York, 2022-2023

Director of Design - Professional Services

Ceros, New York, 2018-2022

Interactive Art Director

Digital Pulp, New York, 2017

Concept Design Lead

Nelson Cash New York, Brooklyn, 2014-2016

Associate Creative Director

Tribal Worldwide, New York, New York, 2011-2014

Interactive Art Director

Domani Studios, Brooklyn, New York, 2006-2011

Recognition

American Academy of Achievement

Webby Awards honoree, 2020

American Academy of Neurology

The Communicator Awards winner, 2018

Digital Health Awards merit, 2018

Egon Zendher: CDO Decoded

Content Marketing Awards winner, 2020

MUSE Awards Platinum winner, 2020

Porsche I Can

Featured in Communication Arts magazine, 2010

TMNT Turtles vs. Foot

Shorty Awards nominee, 2013

Education

University of California, Davis

Visual Communication Design

Bachelor of Science, December 2002

Technical skills

Visual design

Adobe Suite

Motion graphics

AfterEffects, Cinema 4D

Prototyping

Figma, Sketch, InVision

Interactive platform

Ceros, Canva

Web development

Familiar with HTML, CSS, Bootstrap, and jQuery

Experienced in Shopify, Squarespace, and Wordpress

Language

Written and Spoken English

Written and Spoken Mandarin

**References and CV available upon request.*