

# ALICIA HALLETT-CHAN

CREATIVE & DESIGN  
DIRECTION



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860-878-5268



## EDUCATION

Bachelor of Fine Arts  
in Graphic Design  
The College of Saint Rose  
Albany, NY

## SELECT CLIENTS

Delta  
Diageo  
Dropbox  
ESPN  
ExxonMobil  
Facebook  
GE  
Google  
HBO  
IBM  
Microsoft  
Netflix  
Pinterest  
Showtime Networks  
Spotify  
Tiffany's  
Verizon

## PROFESSIONAL EXPERIENCE

**T Brand Studio, The New York Times** | New York, NY, 2016-Present  
**Creative Director, 2017-Present**  
**Associate Creative Director, 2016**

Setting the standard for visual branded content at The New York Times by pioneering innovative formats and creative approaches for 300+ campaigns with 200+ brands.

- Partner with editorial, sales, strategy, program and resource managers to develop solutions across T Brand's diverse client portfolio that drive people to build meaningful brand relationships through deeper engagement, immersive experiences and impactful ad placement.
- Lead creative for a series of branded articles for Facebook promoting their new streaming show, Limetown, on Facebook Watch.
- Designed and produced the printed, on-site information guide for the inaugural NYT Food Festival. This project came to life through collaboration with multiple internal teams including branding, events, marketing and the newsroom.
- Co-developed a never-been-done-before audio/visual native advertising experience for GE in The New York Times Magazine 2018 Voyages issue, 'Listen to the World'.

Established and built a creative infrastructure by growing and mentoring a team of designers and art directors from 7 to 14 through the ever changing advertising landscape.

- Oversee new business pitches through to realities of timelines, budgets and resourcing in post sale execution.
- Foster a creative culture at the company by hosting workshops and speakers series.

Contribute to business development with a firm understanding and proactive approach to operational and product advancement.

- Strategically productized T Brand's core branded content product, Paid Posts, to accommodate the rise in volume YOY while maintaining high visual standards.
- Collaborated with UX, tech, design and product to spearhead the creation of a proprietary custom CMS for NYT's advertising department.
- Established and implemented the Studio's first time tracking system and constructed an hourly design rate card to inform pricing.
- Used this information to establish a tiered branded content product offering.
- The results have been dramatic, allowing the business to lower costs, grow revenue and widen margins YOY.

**Independent Design Professional** | Remote, 2005-Present  
**The Athletic, 2017-Present**  
**Fantasy Life App, 2018**  
**Team USA, United States Olympic Committee, 2015-2016**

**Sports Illustrated, Time Inc.** | New York, NY, 2013-2016  
**Deputy Design Director, SI.com**

Pioneered and launched SI Longform, a collection of immersive editorial digital storytelling that drew on the deep narrative roots of the brand and leveraged new technology to bring poignant pieces to life. Creatively led the 2013 Sports Emmy Award winning, "A Boy Helps A Town Heal".

Lead website product development for SI sub brands including Swimsuit, The MMQB with Peter King, Campus Rush and SI Films. Designed microsites for editorial series like the Social 100, The Fashionable 50 and the Emmy nominated Underdogs video series. Managed a team of 4 designers and oversaw the day-to-day workflow.

Pitched and executed the first branded content longform articles for Time Inc. Worked with sister brands like People, Fortune, Money, Travel + Leisure and Real Simple while maintaining role and responsibilities at SI. Eventually this branded work would become top portfolio pieces for The Foundry when it was established in 2017 and would garner millions of dollars for Time Inc.



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### **The Daily, News Corporation** | New York, NY, 2011-2012

**Senior Designer: WKND Magazine, 2012**

**Lead Designer: Sports Department, 2011-2012**

Concepted and designed custom editorial layouts for the first-of-its-kind, daily iPad news app. Collaborated with creative teams to visualize unique and compelling solutions for feature articles and cover stories every day. Lead a team of 8 designers in the Sports department and designed 3 customized apps for tablet devices that achieved hundreds of thousands of downloads independently from The Daily: The NFL Super Bowl XLVI Commemorative App, FOX Sports and The Daily's 2011-2012 College Bowl Guide and The Daily's 2011 Pro Football Guide.

### **Walter Bernard & Milton Glaser (WBMG)** | New York, NY, 2005-2011

**Designer and Studio Manager, 2005-2011**

**Creative Intern, Summer 2005**

Worked one-on-one with Walter and Milton, and often in collaboration with Mirko Ilić, on various branding, magazine and web projects. Notable: ESPN's Grantland, 30 for 30, Films and Rise; Forbes India, Plum Magazine, the Scandinavian Review and New York Life Insurance Company.



## HONORS AND AWARDS

### **2019** Cannes Lions International Festival of Creativity: Innovation in Print & Publishing

- Shortlisted: GE x Giant Spoon x T Brand Studio: 'Listen to the World'

### Webby Award: Advertising, Media & PR: Best Branded Editorial Experience

- Showtime x T Brand Studio: 'Escape At Dannemora' | Anatomy of a Prison Break

### AdWeek Media Plan of the Year: Best Use Of Native Advertising

- GE x Giant Spoon x T Brand Studio: 'Listen to the World'

### **2018** Webby Award: Advertising, Media, & PR: Media & Entertainment

- Netflix x T Brand Studio: '13th' | From Plantation to Prison

### **2017** The New York Times Publishers Award: Excellence in Technology, Innovation and Business Performance

- Paid Post CMS

### **2013** Sports Emmy Award: Outstanding New Approaches in Sports Programming

- "A Boy Helps a Town Heal", Sports Illustrated

### Time Inc. Henry R. Luce Award: Best Multimedia Story

- "A Boy Helps a Town Heal", Sports Illustrated

### **2009** The Daily

- Webby Award Winner: Mobile & Apps, News
- Appy Award: Consumer Magazine/Newspaper App
- Communication Arts Interactive Annual 18: Information Design

### **2006** Art Directors Club

- Annual Student Portfolio Review