



ALICIA HALLETT CHAN

Design Director

QUALIFICATIONS

- Emmy Award winning Interactive Design Director with 10+ years of experience designing responsive websites and mobile apps based on a strong print foundation
- Leads by example and aims to understand the strengths and weaknesses of each team member allowing them to feel creative and confident, producing the highest quality of work
- Effectively applies design knowledge and experience to create innovative solutions to meet client requirements

EDUCATION

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

RECOGNITIONS

- National Law Center on Homelessness & Poverty - Stewart B. McKinney Award "Young, Gifted & Homeless", Sports Illustrated, 2015
- Sports Emmy Award: Outstanding New Approaches in Sports Programming "A Boy Helps a Town Heal", Sports Illustrated, 2013
- Henry R. Luce Award: Best Multimedia Story "A Boy Helps a Town Heal", Sports Illustrated, 2013
- Awwwards: Special Mention "The Book of Tebow", Sports Illustrated, 2013
- Society of Publication Designers: Website of The Year, Finalist "The Book of Tebow", Sports Illustrated, 2013
- Communication Arts Interactive Annual 18: Information Design The Daily, 2012
- Webby Award: Mobile & Apps, News The Daily, 2012
- Appy Award: Consumer Magazine/Newspaper App The Daily, 2012
- Art Directors Club: Student Portfolio Review Recognized as one of the top 100 student designers nationally, 2006

PROFESSIONAL EXPERIENCE

Sports Illustrated, Time Inc. New York, NY / January 2013-Present

Deputy Design Director: [SI.com](#)

- Manage a team of designers that produce online editorial graphics and social media campaigns
- Responsive designs for 2014, 2015 and 2016 Sports Illustrated Swimsuit websites
- Responsive website for the 2015 redesign of The MMQB with Peter King
- Responsive website design for the 2015 launch of Sports Illustrated Films
- iOS and Android app design for the 2014 Derek Jeter Commemorative Issue
- Design and produce responsive online interactive multimedia features for Sports Illustrated: Longform since 1954. including the 2013 Sports Emmy Award winning, "A Boy Helps A Town Heal"
- Create interactive video hub pages for series such as NCAA Fast Breaks, The Colorado Adventure Series and the 2013 Sports Emmy nominated Underdogs
- Style guide and home page design for 2015 website design of Campus Rush

The Foundry, Time Inc. New York, NY / January 2015-Present

Freelance Interactive Graphic Designer

- Create native advertising websites and provide designs for sales pitches for Time Inc. brands such as Real Simple, People, Travel + Leisure, Golf Magazine, Fortune and Time while maintaining the daily responsibilities held at Sports Illustrated
- Designed microsites which garnered millions of dollars to Time Inc.

Team USA, United States Olympic Committee Colorado Springs, CO / May 2015-Present

Freelance Interactive Graphic Designer

- Create graphics for TeamUSA.org, as well as Twitter, Instagram, Facebook and other emerging social media platforms to promote the Team USA brand and athletes



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Design Director

The Daily, News Corporation New York, NY / March 2011-December 2012

Senior Designer: **WKND Magazine**, August 2012-December 2012

- Designed custom layouts for the daily iPad app with infographics, illustrations and animations for weekly arts, health and leisure magazine
- Developed ideas from conceptualization to actualization in conjunction with animators, illustrators, videographers, photographers and developers
- Independently designed unique solutions to provide the most engaging and innovative user experience
- Successfully encouraged readers with thought provoking content to share online and comment within the app's community

Lead Designer: **Sports**, March 2011-July 2012

- Managed a team of 5-10 designers to create interactive tablet layouts with videos and motion graphics
- Adhered to tight daily publication deadlines
- Worked closely with an editorial staff of 10-15 and a photo staff of 5 to lay out the daily sports section including feature stories and cover art
- Collaboratively created customized apps for tablet devices that achieved hundreds of thousands of downloads independently from The Daily:
 - NFL Super Bowl XLVI Commemorative App, 2012
 - FOX Sports and The Daily's 2011-2012 College Bowl Guide
 - The Daily's 2011 Pro Football Guide

Walter Bernard & Milton Glaser (WBMG) New York, NY / 2005-2011

Art Director, Designer and Studio Manager, 2006-2011

Freelance Designer, 2005-2006

Creative Intern, Summer 2005

Interactive

- Grantland: Website design and branding for ESPN and Bill Simmons
- League Education & Treatment Center: website redesign and branding
- ESPN.com and RISE.com: consulting redesign

Publications

- Scandinavian Review: triannual magazine featuring contemporary life, art and innovation within the five Nordic countries
- Forbes India: business, finance, lifestyle and technology magazine prototype and branding
- Certitude: illustrated book by Edward Sorel
- New York Life Insurance News: monthly in-house newsletter
- The Mural at the Waverly Inn: illustrated book by Edward Sorel
- Plum: semiannual magazine for soon-to-be or new moms age 35+

Branding

- Grantland, League Education & Treatment Center, GE Global Audit, ESPN "30 For 30"*, ESPN Films* and ESPN RISE*, Click2Care™, rCircle™, Artists & Writers Annual Charity Softball Game

*In collaboration with Mirko Ilić Corp.