



Cookie Chan

Digital Art Director

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Digital Art Director with 10 years of experience blending art direction and UI/UX to create visually refined brand and digital experiences. Hands-on from concept through execution, translating strategy into design systems across campaigns, content, and websites. Experienced in integrating AI tools into creative and production workflows.

Skills

Design & Creative

Adobe Creative Suite, Figma, Sketch, Cinema 4D, InVision, Canva, Final Cut Pro, Keynote

Development

HTML, CSS, jQuery, JavaScript

AI Tools

Midjourney, Adobe Firefly, Claude, ChatGPT

Productivity

Microsoft Office

Languages

English, Cantonese, Mandarin

Awards

The Nationals 2025

Gold Award - Best Website |
CountryWide Homes Website

OHBA Awards 2023

Best Website |
CountryWide Homes Website
Low-Rise Project Video |
Midhurst Valley

Marketing Awards 2020

Gold - Branded Content,
Silver - Online Film |
Samsung Capture Your Journey
Bronze - Best Use of Social Media |
Ford WeChat Game

Hermes Creative Awards 2020

Platinum - Social Media |
Samsung Capture Your Journey

Summit International Creative Awards 2020

Bronze - Branded Content |
Samsung Capture Your Journey

Experience

Digital Art Director | NGEN Communications

Sep 2020 - Apr 2026 | Toronto, ON

- Led creative concept development across branding, digital, and advertising campaigns, including logos, illustrations, social content, visual systems, and style guides.
- Designed and executed UI/UX for homebuilder websites, creating intuitive, user-focused digital experiences.
- Directed and produced video and photography assets for commercial advertising.
- Collaborated with client services, copywriters, and design teams to deliver high-quality, on-brief creative work.
- Managed and mentored a team of designers, providing creative direction and design oversight.
- Clients included CountryWide Homes, DSMA, Twelve Oaks, and more.

Art Director | Ethnicity Matters

Jan 2019 - Jun 2020 | Toronto, ON

- Designed and produced a high volume of print and digital advertising across multiple channels, including social, web, OOH, and display.
- Developed creative concepts and executed integrated campaigns from initial idea through final delivery.
- Created visually engaging, clear, and on-brand presentation templates for internal teams and client-facing pitches.
- Collaborated with copywriters, account teams, and production partners to bring campaign concepts to life.
- Clients included Samsung, Canada Dry, CIBC, Scotties, and more.

Junior Art Director | Ethnodialogue

Oct 2016 - Dec 2018 | Toronto, ON

- Created and presented integrated campaigns.
- Designed print and digital assets, including brochures, leaflets, signage, banners, emailers, and social graphics.
- Collaborated directly with photographers and producers to direct the overall style and aesthetic for ad campaigns.
- Clients included Ford, Grace Foods, GoldFish Crackers, and more.

Education

Savannah College of Art and Design

B.F.A. in Advertising | Savannah, GA
Dean's List, 2012 - 2016