

201.658.5332
nancy.j.foo@gmail.com
www.nancyfoo.com

181 18th Street
Apartment 511
Brooklyn, NY 11215

Nancy Foo

Experience

Tom Ford Beauty | New York USA
Executive Director | January 2021–Present

- Lead strategic planning and alignment with global, regional and local cross teams.
- Oversee all print, digital, photo, video and event executions on a global scale.
- Expand and strengthen digital presence through e-commerce, social and experience focused platforms.
- Manage global creative design team.
- Maintain agency and vendor relationships.

Tom Ford Beauty | New York USA
Design Director | October 2018–December 2020

- Successfully launched Tom Ford Beauty's digital presence in China through TaoBao, TMall, WeChat, WeiBo, Little Red Book etc.
- Led communication with global regions, especially our partners in APAC and China
- Supervised designers and freelancers.
- Maintained agency and vendor relationships.

Origins | New York USA
Design Director | January 2018–October 2018

- Oversaw all global campaigns in print, digital and video from conceptualization to completion.
- Managed and directed photo and video shoots.
- Led communication with global regions including APAC, EMEA and LATAM.
- Supervised designers and freelancers.

Origins | New York USA
Associate Design Director | June 2016–December 2017

- Directed and executed all phases of global campaigns in print, digital and video from conceptualization to completion.
- Managed freelancers.
- Partnered with store design, visual merchandising, photo and copy teams.
- Collaborated with marketing, education, product development and public relations

Birchbox | New York USA
Print and Packaging Team Lead | October 2015–March 2016

- Oversaw the Print and Packaging team.
- Managed designers, freelancers and interns.
- Owned all Print and Packaging initiatives from concept to completion.
- Analyzed and refined all existing design, form and workflow patterns.
- Collaborated with photo/digital teams on all assets to ensure a cohesive creative direction.
- Key contact for all cross team communication.
- Managed vendor relationships.

Lord & Taylor | New York USA
Senior Digital Designer | March 2015–October 2015

Givaudan Fragrances | New York USA
Senior Graphic Designer | April 2014–December 2014

Givaudan Fragrances | New York USA
Graphic Designer | August 2010–April 2014

TBWA Integer | Shanghai CHINA
Creative Intern | Summer 2009

Hearst Cosmopolitan | New York USA
Promotions Intern | Summer 2008

Education

Parsons The New School For Design
Bachelor of Fine Arts | May 2010
BFA in Communication Design

Skills

- Adobe Creative Suite
- Microsoft Office Suite
- MAC and PC platforms
- Fluent in Mandarin