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BARRY XIE

Art Director & Front-end developer

JOB EXPERIENCE

ART DIRECTOR | 2018-CURRENT

Apartnership | New York City

As an Art Director, I lead the creative direction and execution of campaigns across print, digital, and social platforms. I manage projects from concept to launch, ensuring strong visual storytelling and brand alignment. In addition to design, I handle front-end development—building responsive websites, banners, and eBlasts using HTML, CSS, and JavaScript. I also mentor junior designers and contribute to client presentations and new business pitches.

ASSOCIATE ART DIRECTOR | 2014-2018

Apartnership | New York City

As an Associate Art Director, I designed and executed creative for digital, print, and social campaigns. In addition to visual design, I developed responsive websites, HTML5 banners, and emails using HTML, CSS, and JavaScript. I also supported new business efforts and mentored junior designers.

DESIGNER | 2010 - 2014

VIDA Graphic and sign | New York City

As a Designer at a signage company, I developed wayfinding systems and custom signage for commercial spaces. I created production-ready artwork, collaborated with architects and fabricators, and ensured designs met both aesthetic and functional needs.

EDUCATION

CUNY NEW YORK CITY COLLEGE OF TECHNOLOGY

Bachelor's degree, communication design, BTech in Web Design | 2011 - 2013

- Graduation June 2013
- GPA: 3.85
- Magna Cum Honors
- Senior Project, Select Exhibition finalist, Spring 2013

ME:

Art Director with 10+ years in advertising and digital design. Skilled in leading 360° campaigns across print, digital, and motion. Strong front-end development background (HTML, CSS, JavaScript) enables seamless design-to-dev execution. Passionate about clean design, smart UX, and storytelling that connects.

SKILLS

STRENGTHS

Typography, Layout Design, Branding, UI/UX Collaboration, Responsive Design, Cross-Team Communication

DESIGN & CREATIVE TOOLS

Photoshop, Illustrator, InDesign, Adobe XD

FRONT-END DEVELOPMENT

HTML5, CSS3, JavaScript, WordPress, Webflow, Googlewebdesigner

MOTION & VIDEO

After Effects, Premiere