



b a o v o c r e a t i v e .

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Bao Vo is an independent creative director, designer and producer based in the Los Angeles area. I specialize in branding and marketing, but have a strong interest in entertainment and experience design. Since 2002, I have been working with clients in creative industries such as arts and entertainment, design and architecture, and branding and marketing. More recently I've had the pleasure to apply my skills to real estate and technology projects.

Education

- 2002 - 2005 **Art Center College of Design**, Pasadena CA
Bachelor of Science in Environmental Design with focus in visual branding and marketing.
- 2000 - 2001 **San Francisco Art Institute**, San Francisco CA
Major in Fine Art with focus in experimental and time-based art.
- 1996 - 2000 **High School for the Performing and Visual Arts**, Houston TX
Diploma from Visual Art Department, Magnet Public High School.

Technical Expertise

Digital Imaging with Adobe Creative Suite

Including 10 years experience in Adobe Photoshop and Illustrator. 5 years experience in InDesign.

Ground-Up Website Design and Construction

Dreamweaver, Flash, and coding in HTML, JAVA, CSS with fully integrated graphic design.

Sound and Music Production for Film and Web

Digital Recording and Engineering skills in Logic Studio, ProTools, Cubase, and Reason.

Image-making and Photography

Hand drawing, Mixed Media, 35mm and Digital Photography with thorough knowledge of digital color and print processes from digital output to offset and silk-screen.

Selected Recent Projects

- 2002 - Current
San Francisco, CA **Ming & Ping**, Electronic Pop Music Franchise - www.mingping.com
Complete brand strategy and identity for Electronic Pop musicians. Logo, website, print, and various merchandise items including apparel and CD packaging. Art direction on music videos, photos, costumes and live performances.
- 2009 - Current
Los Angeles, CA **NONdesigns**, Small-scale Architecture and Design Firm - www.nondesigns.com
Research and redesign the firm's long-term brand strategy. Redesign website, collateral and sales language. Advise 2yr public relations campaign. New site launch May 2009.
- 2008
Reno, NV **Freeclimb.org**, Employment and Internship Network for Colleges - www.freeclimb.org
Created thorough marketing strategy and brand identity. Complete logo, website, stationary, and print collateral, office interior design. Company will launch 2010.
- 2006 - 2007
Westlake Village, CA **Tonic**, Branding and Marketing Firm - www.tonicla.com
Work closely with top level executives and in-house design team to analyze and re-brand complete identity and communications systems for the branding / marketing firm. Deliverables include new system of information graphics, new logo, website, stationary, print collateral and style guide.
- 2006
Hollywood, CA **Melodie Gore**, Visual and Performance Artist - www.melodiegore.com
Worked with visual artist to develop brand strategy and identity, producing styleguide, website, stationary, print collateral.

Selected Past Projects

SeaWorld, Busch Entertainment Corp., Nestlé USA, Procter & Gamble, True Blue Productions / Kirstie Alley, PadLab, Ecoshack, Third Generation Software, In Motion Entertainment, Eddie Chacon, Our Technologies, Pacific West Real Estate.