

MICHAEL CHU

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PROFILE

Creative leader with 15+ years of experience building and scaling multidisciplinary design, production, and brand organizations. Drives enterprise transformation across creative operations, technology, and brand experience to deliver measurable business growth through cross-functional leadership.

EXPERIENCE

Vice President of Design and Production | January 2024–Present

Arizent

- Leads an award-winning multidisciplinary creative team across design, video production, print production, and digital experiences, and managed a \$2.5M operating budget while delivering enterprise-scale creative solutions that support strategic business objectives.
- Accelerate the strategic adoption of generative AI platforms, including Claude Design, ElevenLabs, and other emerging technologies, to modernize creative and video production workflows, reducing production timelines by 30%+, while strengthening brand governance and design system consistency.
- Reimagine creative strategy and execution for flagship events, delivering audience-centric experiences that increased participation among the primary target audience by 36% and generated \$1M+ in incremental revenue.
- Developed and launched a proprietary broadcast platform to support 300+ annual webinars, reducing overhead by 70% and saving more than \$400k annually.
- Built an in-house live media studio for filming executive interviews and thought leadership programming, creating a new revenue stream that generated over \$500k in the first full year.
- Modernized the company's data visualization tools, driving a 40%+ increase in pageviews.

Executive Director, Brand Studio | June 2019–January 2024

Arizent

- Led the launch of a new corporate brand identity, establishing a cohesive and scalable brand presence across marketing, digital products, events, and editorial brands.
- Partnered with product and editorial leadership to redesign the user experience for data-driven products, improving usability while supporting strategic business growth and new revenue initiatives.
- Identified and implemented workflow automation and process improvements that streamlined operations, simplified the technology stack, and reduced operating expenses.

Executive Director, Content Operations and Creative Services | June 2018–June 2019

SourceMedia LLC

- Directed the integration and digital transformation of enterprise content operations, improving collaboration, scalability, and operational efficiency across editorial and creative teams.
- Established the company's brand architecture and creative strategy to support portfolio growth, strengthen market positioning, and increase brand awareness.

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EXPERIENCE (cont.)

Director, Creative Operations | February 2016–June 2018

SourceMedia LLC

- Transformed a traditional creative services department into a modern digital design studio, expanding capabilities across digital, video, UX, and multimedia production.
- Implemented a strategic outsourcing model that expanded production capacity and streamlined operations, resulting in improved efficiency and increased profitability.
- Shaped the creative direction and visual design of print and digital media brands, elevating user experience and strengthening brand consistency across multiple platforms.

EDUCATION

School of Visual Arts

Bachelor of Fine Arts, Photography

TECHNOLOGY

Creative

Adobe Creative Cloud • Figma • Canva

Generative AI

Claude Design • Google Gemini • ChatGPT • ElevenLabs • Rev • Veed.io • Midjourney • Runway

Web

HTML • CSS • JavaScript

Production

Broadcast Platforms • Webinar Production • In-Person Events • Audio and Video Production • Print

AWARDS

2025

Best Art Direction for a Cover

Jesse H. Neal Award

2025

Best Overall Design Excellence

Folios

2023–2025

Design Team of the Year

Folios

2022

Best Overall Art Direction

Folios

2022

Best Overall Art Direction

Jesse H. Neal Award

2022

Best Art Direction for a Cover

Jesse H. Neal Award

REFERENCES

Fell Gray

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