



# TELLY LAU

Graphic Design. Print & Digital.

 Telly@TellyVisionCreative.com

Hands-on Creative Director and Graphic Designer with 20+ years of experience in brand strategy, advertising, consumer packaging, and print production. Focused on thoughtful design, strong visual systems, and well-executed brand experiences from concept through final production.

## WORK EXPERIENCE

### TellyVision Creative, LLC

Owner, Studio Director, Designer

NY, NY | 2013-Present

Notable Clients:

#### • ABC News

Designed and built broadcast graphics, digital ads, and outdoor media under tight deadlines, adhering to evolving specifications and brand guidelines. Created and adapted program assets for Netflix, Hulu, Disney+ and other streaming platforms.

#### • Kari-Out Co.

Redesigned corrugated outer cartons for an 8-SKU paper goods line within strict production specifications, timelines, and budget.

#### • Lovitaly Gourmet

Developed brand identity and marketing collateral for retail launch; built and maintained Shopify e-commerce site driving 30% revenue growth monthly since Q1 2025 and 180% increase in sessions from Q2 to Q3 2025. Planned, launched and created content for Meta social channels.

### Barrie House Coffee Roasters

Elmsford, NY | 2018-2025

Creative Director, Designer, Print Production & Packaging Lead

- Partnered with marketing leadership to develop strategy and design an end-to-end rebrand to modernize brand identity and support expansion into the national and Canadian retail marketplace.
- Developed and designed retail and foodservice packaging, including pre-printed and universal applications, delivering 25+ SKUs across 5+ packaging formats while balancing brand integrity, cost targets, food labeling regulations and manufacturing requirements.
- Built, launched, and maintained retail and wholesale e-commerce platforms, ensuring brand consistency, optimized UX, and conversion readiness.
- Extended brand systems across trade shows, point-of-sale materials, outdoor advertising, branded merchandise, and digital and social channels, ensuring cohesive execution across all consumer touchpoints.
- Produced product mockups and advertising assets for Amazon A+ content, Google Ads, and multiple online reseller platforms.
- Developed creative assets for private-label and customer-branded line and format extensions.
- Owned print production and packaging execution for 16+ private-label retail brands, overseeing timelines, budget approvals, vendor selection, production coordination, and quality control.
- Prepared and approved press-ready artwork, ensuring compliance with FDA, USDA Organic, and other food labeling and regulatory standards.
- Led press checks and managed print and packaging vendor relationships, ensuring production accuracy, quality assurance, and on-time delivery across all branded and private-label projects.

## SKILLS

Art Direction  
Graphic Design  
Print Production  
Photography  
Retouching  
  
Packaging  
Branding  
POS  
Web  
ePUB  
Mobile  
Social Media  
Outdoor  
Broadcast  
Direct Mail

## SOFTWARE

Photoshop  
InDesign  
Illustrator  
Final Cut Pro  
Figma  
Canva  
MailChimp  
OmniSend  
Klaviyo  
Constant Contact  
Wordpress  
Shopify  
HTML/CSS  
Microsoft 365

## OTHER

Minority and  
Women Owned  
Business  
Enterprises  
Certification  
Pending

## EDUCATION

**Fashion Institute  
of Technology**  
BFA, Ad Design  
& Art Direction