



# 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