



YIWEN LU DESIGN

WORK EXPERIENCE

The Coca-Cola Company
Atlanta, Georgia
08/2016—Present

Design Manager, Global Licensing, Retail, and Attractions.
03/2021—Present

Lead the design strategy and visual communications for the Coca-Cola retail stores (Atlanta, Las Vegas, and Orlando) including visual identity system developments, lifestyle and beverage photoshoots, retail environmental and experiential design, and trend forecast asset creations.

Projects include: Designed and launched the Coca-Cola first Europe flagship store in London and first stand-alone Café in Atlanta. The 1971 Unity Collection launch, celebrating 50 years of the iconic Hilltop commercial.

Design Manager, North America Sparkling Flavors
02/2018—03/2021

Led design and creative strategy for Coca-Cola North America's Sparkling Flavors brands including Diet Coke, Fanta, Fresca, and Seagram's. Managed design agencies and worked with internal partners across multiple disciplines and categories to contribute to the building of design capability and brand equity.

Graphic Designer, North America
08/2016—02/2018

Led design work for North America Shopper Marketing including point of sale materials, retail experience, in-store merchandisers, beverage photography guidelines.

Test Monki
The Woodlands, Texas
10/2011—08/2016

Senior Designer

Developed and designed a variety creative executions for clients including Halliburton, Cooper Industries, Betches, Teala, Huti's 5, Retro Nuts, and Crust Pizza Co.

Deep Fried Advertising
New Orleans, Louisiana
08/2009—10/2011

Graphic Designer

Developed and designed a variety creative executions for clients including The French Market Corporation, GiveNOLA, Aunt Sally's Creole Pralines, JEDCO, and Audubon.

Landor Associates
San Francisco, California
03/2007—06/2007

Graphic Design Intern

Participated in idea-developing sessions and assisted the team in concept development and production. Brands including FedEx, Westfield, Microsoft, and Citi Bank.

ABOUT

Highly creative and multi-faceted Graphic Designer with more than ten years of a diverse workplace history including global branding agency, creative agencies, and in-house design team.

EDUCATION

Academy of Art University
San Francisco, CA
BFA in Graphic Design (2006)

AWARDS

FAB Award
2020 Silver Design Effectiveness:
Fresca Redesign

HOW International Design Awards
2018 Poster Winner

AIGA + Atlanta Film Festival Poster Show
2017 Best of Show Winner, Critic's Choice

LANGUAGES

English
Fluent

Mandarin Chinese
Native

Taiwanese
Native

CAPABILITIES

Creative Direction
Design Strategy
Design Management
Branding & Identity
Packaging
Print & Editorial
Icon & Illustration

LET'S CONNECT

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