



Lara Ngai-McCain

GRAPHIC DESIGN
ART DIRECTION

CONTACT

lara.ngai@gmail.com
516 528 0491

PORTFOLIO

larangai.com

SKILLS

Digital / Print /
Environmental Design

Logo Design

Integrated Campaign
Development

REFERENCES

Available upon request



WORK EXPERIENCE

Senior Manager, Brand & Social Media Design @ AIG

April 2023 – Present

Developing cross-platform campaigns for corporate and business initiatives, ensuring design alignment across digital, social media, print, and environmental spaces. Managing and mentoring a senior designer to foster career growth and deliver top-tier creative. Supporting refreshed company branding for consistency across internal and external communications touchpoints.

Senior Graphic Designer, Corporate Communications Brand and Creative @ AIG

April 2018 – April 2023

Creating and implementing toolkit campaigns, graphics, and communication pieces for AIG's brand refresh across diverse media. Developing corporate visual brand identity for social media, crafting graphics for digital and social media to support corporate initiatives and business units. Designing AIG's thought leadership site for desktop and mobile platforms, leading microsite and landing page creation on AIG.com. Mentoring junior designers and managing design interns on the Creative Team.

Designer @ Ketchum

April 2016 – April 2018

Designing graphics and infographics for client and agency use across various platforms. Producing presentations for new business engagement.

Graphic Designer @ Tekserve

2012 – 2016

Enhancing Tekserve's brand identity. Coordinating dynamic signage for sales floors. Leading eWaste recycling events. Crafting engaging collateral and ads. Managing print production. Designing infographics for weekly emails and the company website.

Art Director @ Womenkind

2008 – 2011

Created diverse client communications (print, digital, tradeshow). Oversaw internal agency branding production. Crafted logos and infographics for client and agency use.

EDUCATION

Fashion Institute of Technology, SUNY

BFA Advertising Design, 2007

AAS Communication Design, 2005