

# POLLY HSU

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a Creative Director from  
San Francisco/Taiwan.

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## SUMMARY

Design leader with 15+ years of experience building brands, leading multidisciplinary teams, and delivering customer-centered experiences across global markets. Combines over a decade of Silicon Valley experience with executive design leadership in Taiwan, driving brand transformation, integrated marketing, and organizational growth. Proven ability to align business strategy, technology, and design to create impactful experiences at scale.

## EXPERIENCE

2022 NOVEMBER -PRESENT	<b>Cathay United Bank</b>   Taipei <i>Brand Experience Lead, Advertising Department</i>	Leading and mentoring a team of 7 designers, driving brand strategy, creative vision, and execution across integrated marketing campaigns and omnichannel brand experiences. Collaborating with cross-functional teams and senior leadership to develop impactful creative solutions that align business objectives with brand goals. Overseeing executive presentation design and large-scale corporate events, ensuring compelling storytelling and consistent brand expression. Championing design excellence, operational efficiency, localized brand communications, and the integration of AI-powered creative tools to accelerate innovation and elevate overall brand performance.
2020 MAY -2022 NOVEMBER	<b>LINE Corp.</b>   Taipei <i>Creative Director/ Brand Marketing Lead</i>	Led a team of designers, driving brand strategy and creative execution across integrated online and offline experiences. Collaborated with Design Directors at the Korea headquarters and global offices to translate global creative direction into locally relevant solutions while maintaining brand consistency. Partnered with senior stakeholders and cross-functional teams to deliver campaigns, product launches, retail initiatives, and events that supported business and brand objectives.
2014 AUGUST -2020 MARCH	<b>Nokia</b>   San Francisco Finland London <i>Marketing Design Lead Graphic Visual Designer</i>	Contributed as a key member of the Nokia OZO VR project. Collaborated closely with external vendors to produce both print and digital materials. Designed wearable device interfaces for Withings. Developed multilingual and internationalized creative assets, including packaging, graphics, icons, wallpapers, videos, websites, UX surfaces, and mobile app icons. Created high-impact presentations and infographics for the Head of Nokia Tech.
2012 -2014 JULY	<b>Oracle</b>   Redwood City <i>Senior Brand Designer</i>	Designed and organized corporate events and branding. Served as the lead designer for Oracle Team USA, working directly with the CEO (Larry Ellison) and the Head of Design.

## EDUCATION

2008 - 2012

**ACADEMY OF ART UNIVERSITY** Bachelor of Fine Arts,  
San Francisco, CA School of Graphic Design

## AWARDS

- 2026 iF Design Award | Fraud Program (Winner, Communication Design-Branding/Identity)
- 2025 K-Design Award | Formosa Forest Reed Diffuser (GRAND PRIZE)
- 2025 Asia Design Prize | Formosa Forest Reed Diffuser Communication (GRAND PRIZE)
- 2024 GOOD DESIGN | CUBE Branding (Winner)
- 2024 DesignBIZ Fest | Best 100 Brand Design Team
- 2015 New Talent Annual Magazine | Graphics Competitions
- AIGA San Francisco Member

## COMPETENCY

Design Leadership / Branding / Visual Design / Interaction Design / Design Research  
Global Brand Strategy & Brand Management / Learning Technology Experience / Storytelling Global  
Event & Experiential Design / Digital Brand Marketing / Ad Innovation Strategy