

# ANDY H. TU

## E COMMERCE CREATIVE DIRECTOR

andy@reziece | LinkedIn | [Portfolio](#) | San Jose, California

---

### SUMMARY

An Ecommerce Creative Director with a proven track record in the fitness, fashion, and commercial photography industries. Renowned for creating compelling visual narratives that enhance brand value and drive consumer engagement. Possesses a unique blend of creative vision and commercial acumen, having collaborated with leading e-commerce brands to produce high-impact content. Offers a deep understanding of the latest industry trends and the ability to translate them into photographic campaigns. Committed to delivering excellence in every project, with a focus on quality, originality, and results.

---

### PROFESSIONAL EXPERIENCE

#### DIRECTOR OF CREATIVE PHOTOGRAPHY & BRANDING

June 2016 – PRESENT

Reziece | San Jose, CA

- Spearheaded creative strategies for a diverse portfolio of clients ranging from burgeoning startups to established names in the fitness and fashion industry, including Nike, Seafolly, and Fashion Nova. Expertly guided brand evolution with a keen eye for the unique positioning and identity of each client.
- Collaborated with top-tier publications and brands such as Maxim Magazine, Harper's Bazaar, and Men's Health, delivering innovative content that resonates with contemporary audiences and drives brand engagement.

#### SELECT CLIENT PORTFOLIO

- **Seafolly:** Directed and photographed high-energy swimwear campaigns that captured the essence of the Australian beach lifestyle.
- **Trensi:** Engaged in strategic dropshipping operations, collaborating closely with Popstry to optimize e-commerce and maximize customer reach.
- **Popstry:** Provided creative direction for e-commerce shoots, showcasing the brand's unique blend of style and comfort.
- **Nike's Air Moves You Campaign:** Captured dynamic imagery for Nike's campaign, emphasizing movement and the power of the Air product line.
- **Athleta:** Led visual campaigns that highlighted Athleta's commitment to empowering women through fitness and wellness.
- **Alo Yoga:** Crafted visually stunning content that aligned with Alo Yoga's ethos of mindful movement and high-quality yoga wear.
- **Express:** Led the creative vision for Express's online presence, capturing the brand's chic and versatile fashion offerings.
- **Darkest Fox:** Delivered edgy and provocative e-commerce visuals that embodied Darkest Fox's luxury lingerie line.
- **Banana Republic:** Executed sophisticated and timeless visual campaigns that reinforced Banana Republic's position in the fashion industry.
- **Fashion Nova:** Oversaw creative direction for Fashion Nova's e-commerce platform, driving engagement through trend-forward imagery.
- **Aerie:** Championed body positivity and inclusivity through creative direction and photography for Aerie's e-commerce content.
- **Abercrombie:** Revitalized the brand's image with fresh and modern e-commerce photography that appealed to a new generation of consumers.
- **Maxim Magazine:** Conducted an editorial shoot for 'Hometown Hotties,' blending editorial flair with commercial appeal.
- **Monster Clothing:** Enhanced Monsta Clothing's market presence by directing and producing powerful visual content that resonates with the bodybuilding community, emphasizing the strength and dedication of athletes.
- **Men's Health:** Produced an editorial shoot that showcased fitness and style, aligning with Men's Health's authoritative voice in men's wellness.
- **Rogue Fitness:** Contributed to Rogue Fitness' mission by producing compelling fitness photography for visual content.
- **REP Fitness:** Developed engaging e-commerce content that highlighted REP Fitness's durable and innovative fitness equipment.
- Rogue Fitness

---

### SKILLS

Photography & Videography | Photo & Video Editing | Graphic & Web Design | Visual Storytelling & Branding | Content Strategy | Campaign Development | Trend Forecasting & Market Analysis | Content Management | Team Leadership & Management | Cross-Functional Collaboration | Consumer Behavior Insights | Industry Knowledge & Trends Analysis | Error Detection & Problem-Solving | Project & Time Management

---

### TECHNOLOGY AND SOFTWARE

Adobe Creative Suite | Photoshop | Capture One | DaVinci Resolve | InDesign | After Effects | Premier Pro | Canva | Hubspot | Trello | Asana | Wordpress | Google Analytics | Semrush | Ahrefs | Hootsuit

---

### EDUCATION

**M.F.A., Master of Fine Arts–3D Animation & Technical Design** | Concentration in Marketing  
Academy of Art University–San Francisco, CA

**B.F.A., Bachelor of Fine Arts–Film & Visual Effects** | Concentration in Business Development  
Academy of Art University–San Francisco, CA

---

### CERTIFICATIONS

Digital Marketing Institute Certified Digital Marketing Professional  
American Marketing Association Professional Certified Marketer PCM in Digital Marketing

---

### AWARDS & PUBLICATIONS

Featured in prominent publications such as Maxim Magazine, Men's Health, and Harper's Bazaar