



MABLE HUANG

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SKILLS

Art Direction
Visual Design
Brand Identity
Brand Experiences
Campaign Strategy
Content Production
Project Management
Vendor Relations
Public Speaking
Leadership

book180 Portfolio School // Art Direction
UC Berkeley Extension // Graphic Design
General Assembly // Visual Design Principles
Fulbright Program // Research Scholar
UCSD // Communications & Political Science

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma, Framer
Asana, Slack, Zoom, Notion, Salesforce, Google Suite

EXPERIENCE

Inkitt // Full-time Freelance Designer Present

- CONTENT CREATION: Created trailers, teasers, and assets to promote Inkitt's top-performing books-turned-films

The One Club SF // Art Director Present

- BRAND DESIGN: Developed the brand identity for an emerging creative community and ensuring all deliverables meet brand guidelines

Airbnb // Multicultural Marketing Manager 2016 - 2024

- CAMPAIGN PRODUCTION: Led multi-channel brand campaigns to recruit and engage diverse Airbnb Hosts and community stakeholders across digital, social, video, experiential, and print
- ART DIRECTION: Shaped visual storytelling for campaigns like the pre-IPO month-long blitz reached over 31M users and generated 55+M impressions positioning Airbnb as the largest U.S. IPO of 2020
- PROGRAM MANAGEMENT: Owned and delivered cross-functional flagship initiatives like the Airbnb Entrepreneurship Academy and the Live and Work Anywhere campaign
- PARTNER/VENDOR MANAGEMENT: Managed creative vendors ensuring production meets brand standards and project timelines
- EXPERIENTIAL DESIGN: Produced high-visibility events, from fundraisers to pop-ups, to boost brand awareness and local support
- LEADERSHIP: Led Airbnb's internal and external multicultural branding efforts (and chaired the Asians@ ERG to drive inclusion and community engagement)
- GLOBAL TEAM OPERATIONS: Led weekly syncs, budget planning, and team off-sites across NA, EMEA, APAC, and LATAM