



MABLE HUANG

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SKILLS

Art Direction
Visual Design
Brand Identity
Campaign Strategy
Content Production
Social Media
Video Editing
Project Management
Team Facilitation

EDUCATION

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

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), AI image, video, & audio tools, Figma, Canva, Capcut, Zoom, Google Suite

EXPERIENCE

Curious Refuge // Freelance Social Media Manager Present

- **CONTENT CREATION:** Strategized and executed social media and blog posts for the world's first AI creative educational platform

Inkitt // Freelance Designer Present

- **VIDEO EDITING:** Created trailers, teasers, and assets to promote Inkitt's top-performing books-turned-films

The One Club SF // Volunteer Art Director & Brand Designer Present

- **BRAND DESIGN:** Developed the brand identity and designed social media posts for an emerging SF-Bay Area based creative community

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
- **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