

GREGWONG

Brand / UI / UX Design Direction with Human Insight



EXPERIENCE

Vice President, Art / Digital Product Design Lead 2013–2017

CDMiConnect (Emerging Digital Group) _ New York, NY

- . Managed 8 digital and brand experience designers to create desktop and mobile products and product marketing campaigns for consumer healthcare clients. (Genentech, Pfizer, AstraZeneca, Jeffrey Modell Foundation and Mallinckrodt)
- . Led human-centered co-creation with consumer insight and rapid prototyping.
- . Led strategic brainstorming and creative presentations to agency and client directors.
- . Produced agency digital and social initiatives. Designed award winning websites (recognized by DTC National and the Web Awards).
- . Launched and hosted the “Healthy Perspectives” Podcast – a series investigating digital trends and innovation in patient healthcare. (Over 100,000 downloads for the first season.)

Creative Director / Partner 2009–2011

the Longitude _ New York, NY

- . Co-founded a strategic design communications group / product studio specializing in social innovation, non-profits and consumer services.
- . Launched Hello Rewind, a social enterprise providing work opportunity for trafficking survivors. Recognized in Bloomberg Businessweek list of Top Promising Social Entrepreneurs in America.
- . Awarded a Sappi Paper Ideas That Matter Grant of \$15,000

Board of Directors: Communications & Creative 2007–2011

Restore NYC _ New York, NY

- . Led creative direction for brand communications and sex-trafficking survivor PSA campaigns.
- . Managed event planning, marketing and volunteer staff for three fundraisers, raising over \$400,000.
- . Launched a social fundraising platform raising \$130,000 in 6 weeks.

Brand Experience Design Consultant 2004–2012

INDEX: Design to Improve Life (Urban Innovation) _ Copenhagen, Denmark

- . Designed and produced the inaugural INDEX Exposition experience with over 145,000 attending.
- . Led Future Scenarios team to create future personas and artifact objects.

MJM Creative Services (Experience Design) _ New York, NY

- . Created a winning integrated brand experience vision book for Sara Lee winning over \$500,000 in new business.

Global Experience Specialists (Experience Design)_ New York, NY

- . Developed tradeshow experiences for LG with a cross functional creative team.

Saatchi & Saatchi Wellness (Digital Consumer Health) _ New York, NY

- . Art directed and UI design for digital products and communications.



EXPERIENCE (continued)

Digital Community Strategist 2009

Reader's Digest Association _ New York, NY

- . Launched the digital Purpose Driven Magazine for Reader's Digest Association publications. Strategized digital content and community management.

Art Director 2007–2008

Wunderman _ New York, NY

- . Created campaigns and product marketing communications for AT&T Citicard, Expedia Citicard, AstraZeneca, Hewlett-Packard, Microsoft and Accenture.

Brand Designer 2006–2007

FutureBrand _ New York, NY

- . Designed brand identity work for Choice Hotels International, Intel, and Taco Bell.



EDUCATION

Art Center College of Design _ Pasadena, CA

- . Bachelor of Fine Arts, Graphic Design with Honors
- . Received the Student Life Leadership Award

University of California, Berkeley _ Berkeley, CA

- . Bachelor of Arts, Media Studies (Communication) & Business Administration



INTERWEB

- . gregwong.com . [linkedin.com/in/gregwongsf](https://www.linkedin.com/in/gregwongsf) . [instagram.com/gregwong](https://www.instagram.com/gregwong)



PRAISE

"Greg is an invaluable asset as a creative manager and designer. He allows his team to explore design initiatives while keeping them grounded in brand and agency core values."

"Greg's design acumen and enthusiasm for empowering others to reach their potential resonates throughout the agency. He keeps the work relevant and interesting while maintaining a great chemistry amongst coworkers and clients."