

GREGWONG

Creative Direction x Entrepreneurial Spirit

EXPERIENCE

Vice-President, Art Supervisor (Emerging Digital Group) 2013–2017

Patients & Purpose (Omnicom Health Group) _ New York, NY

- . Managed design teams for visual / interaction design and concept direction for consumer healthcare clients (Genentech, Pfizer, AstraZeneca, Jeffrey Modell Foundation and Mallinckrodt).
- . Led human-centered product design with co-creation hackathons, rapid prototyping and reviews.
- . Led strategic brainstorming and creative presentations for internal and external stakeholders.
- . Advanced agency digital and social innovation. Led agency social channels and 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 specializing in social innovation, social purpose fashion and consumer services.
- . Launched Hello Rewind, a social enterprise providing work opportunity for trafficking survivors. Recognized on Bloomberg Businessweek’s 25 Most Promising Social Entrepreneurs in America list in 2010.
- . 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 _ Copenhagen, Denmark

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

MJM Creative Services _ New York, NY

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

Exhibitgroup Giltspur _ New York, NY

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

Saatchi & Saatchi Wellness _ New York, NY

- . Art directed digital communications for consumer patients (sites, social, ads and emails).

EXPERIENCE (continued)

Digital Community Strategist 2009

Reader's Digest Association _ New York, NY

- . Launched the online community of Purpose Driven Magazine, the most successful new launch of the year for Reader's Digest Association publications.
- . Strategized digital content and social platform tactics.

Art Director 2007–2008

Wunderman _ New York, NY

- . Concepted and designed campaigns 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, Mass 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."