

Patrick Wong

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Work Samples: iampw.com

Career Objective: Creative with 25+ years of work experience in digital and tech industry, 15+ years in print and publishing, plus 8+ years of agency experience, seeking to provide service using creative skills in every way possible. To develop award-winning concepts with clients and innovative teams that speak to and exceed end user goals.

- Experience in managing teams of artists, producers, designers, copywriters, and developers.
- Working knowledge of multiple design tools (including Adobe XD and InDesign).
- Understanding of HTML5, jQuery, AWS, GitHub. Plus VR and experiential design experience.
- Strong communication and presentation skills with a flair for storytelling and creative quickness.

EXPERIENCE

Old Navy, Gap INC.

Manager, Production Artists - Marketing Production 2022 - Present

- Manage team of senior production artists through the development of digital-focused marketing assets.
- Develop skill sets within the team through opportunity and education.

Digital Specialist - Marketing Production 2020 - 2022

- Collaborate with design to ensure all versions and builds of the creative are consistent and technically-correct for final delivery.
- Guide and promote the development of digital-focused marketing assets, including its production cycle.

iampw.com

Creative Consulting (Freelance Design)

- Freelance creative/project manager for hire. Any project, any place, any role in the process.
- Collaborator and consultant for creative individuals and groups to explore the next steps in their projects and/or careers, including branding and design, market positioning, and conceptual brainstorming.

Clients include: Salesforce, Urban Samurai Creative, Intuit, Facebook, Inc., Doremus & Co., Todd Created Wood, Dana Parker Drums, Neural Tunes, Kingdom Of Rock

Guitar Player Magazine

Bass Player Magazine

Managing Editor 2017 - 2018

- Editorial management and oversight of content from byline authors and internal departments to ensure quality and timely delivery of articles, photos and graphic elements.
- Edit articles and create a monthly New Gear column. Layout and design pages as necessary.
- Manage web entities and daily newsletters. Work with music publishing groups to secure usage rights for printed transcriptions. Handle invoices for both freelance contributors and commissioned artwork.

Goodby Silverstein & Partners 2012 - 2016

Interactive Producer

- Lead and facilitate the development cycle of all interactive and digital projects, including strategy, design, development, production and delivery of interactive campaigns.
- Maintained constant communication with management and team members to provide status updates on client approvals, schedule, and budget.

Clients include: Adobe Systems Inc., Cisco Systems Inc., Golden State Warriors, Comcast/Xfinity, Frito-Lay, Specialized, Seagate, Sonic Drive-In, The Dali Museum

User Experience Manager

- Collaborate with the creative group, clients, production vendors, and in-house developers to define product experiences. Tasks include the research, design, and presentation of user flows, wireframes, competitive analysis, user testing for both product and market.
- Work within the Beta Group, an in-house digital resource. Duties include UX, project management, brainstorming, prototyping, art direction, and copywriting.

Electronic Musician Magazine 2011 - 2012

Keyboard Magazine 2008 - 2012

EQ Magazine 2008 - 2012

Bass Player Magazine 2005 - 2008

Art Director

- Work with editorial team, artist public relations, music labels, and manufacturers to meet deadlines for artwork and editorial content for print and digital publication of a monthly consumer publication.
- Editorial submissions include artist interviews, gear reviews, and product descriptions.
- Staff photographer for products and artists, including live performance images.

Guitar Player Magazine 2004 - 2005

Assistant Art Director

- Assist art director in the design and layout of monthly consumer publication.
- Part-time writer for gear reviews and product descriptions.
- Photograph feature products and live artist performances.

Keyboard Magazine 2003 - 2004 (Contract)

Art Director

- Work with editorial team, artist public relations, music labels, and manufacturers to meet deadlines for artwork and editorial content for print and digital publication of a monthly consumer publication.
- Participate in the research and development of magazine's re-branding including logo design, content structure, and online entity.

Campolindo High School AUHSD 2001 - 2003

Fine Arts Teacher (Digital Photography)

- Develop and create a course curriculum for the advanced ROP classes. Course materials created were based on social trends in print and digital media.

Conscium Incorporated 2000 - 2001

Creative Director

- Responsible for the design, art direction, and management of all industry specific marketing collateral.
- Create user flows to target case specific scenarios and overall comprehension.

CitySearch.com 1996 - 2000

Lead Designer

- Manage production efforts of the design team (40+) to ensure quality standards in digital production for both design and editorial content. Create and facilitate digital media training programs for sales representatives.

EDUCATION

California State University of Hayward

Bachelor of Arts, Fine and Applied Arts

References available upon request.