

erica c. wong

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EXPERIENCE

DHC, USA Inc.

Visual Designer (contract: 02.18 – present)

Concept and design product landing pages to engage, inform, and educate, while working with the developer. Design digital marketing email and social media campaigns and visual assets from concept to production. Concept, prop-styling, and art direct product photography shoots.

Fine Arts Museums of San Francisco

Senior Designer and Art Director (02.15 – 02.17)

Established the visual style of 10-12 de Young and Legion of Honor exhibition experiences per year with the creative director, curators, and exhibition designer. Assisted creative director with managing and mentoring a team of 3-7 in-house and contract designers across multiple projects. Collaborated with internal clients to determine project objectives, develop design solutions, and provide art direction.

Lead Graphic Designer (12.12 – 02.15)

Managed design projects from concept to completion. Coordinated with cross-functional teams and outside vendors to ensure deadlines were met. Created and maintained style guides for designers to utilize and follow.

Graphic Designer (01.12 – 12.12)

Designed print materials and digital graphics for marketing, education, events, and store departments. Projects included: ads, social media assets, forms, invitations, wayfinding signage, environmental graphics, and store products.

Electronic Arts (EA Games)

Graphic Designer (contract: 06.11 – 11.11)

In-house design and production of global branding projects including print ads, digital graphics and banners, logos, cross-promotion and POS items, event branding, and email invites.

The Pokémon Company International

Graphic Designer (contract: 01.07 – 08.07 | full-time: 08.07 – 06.10)

Design and production of game packaging, logos and icons, digital graphics and print materials for events, retail, and marketing. Videography and video production for World Championship Tournaments. Localization formatting of packaging and game manuals for international markets in 4 languages.

SKILLS

Design

Visual Design
Branding
Sketching
Illustration
Print Design

UX

User Research
Content Strategy
Wireframing
Prototyping
User Testing

TOOL KIT

Illustrator
Photoshop
XD
Sketch
InVision

InDesign
Understanding
of HTML/CSS
principles

EDUCATION

Springboard

UX Design

(2018)

online course covering user centered design, user research, and content & strategy

University of California, Davis

BS | Visual Design

BA | Communications

(2003)

PROFESSIONAL DEVELOPMENT

+Acumen / IDEO.org

Introduction to Human-Centered Design Course

(2017)

Cooper Professional Education

Service Design Workshop

(2017)