

## ABOUT ME

Born in Hong Kong, educated in Toronto, and now shaping brands in London, I bring a global perspective to branding and design. With a decade of experience, I've helped leading consumer brands create impactful, award-winning work.

Passionate about storytelling and visual identity, I focus on blending creativity with commercial success. Always eager to collaborate and innovate.

## EXPERIENCE

### Marks (London)

DESIGN DIRECTOR

Aug 2023 – Apr 2025

SENIOR DESIGNER

Sept 2021 – Aug 2023

As Design Director at Marks London, I set the creative direction and partnered closely with the strategy team — shaping brand narratives and building clear creative territories that opened new ways to tell brand stories. I led a small, hands-on team, translating ideas into precise visual cues that help clients express their brand and product philosophy with clarity.

Over three and a half years at Marks, I focused mainly on the Haleon account, contributing to a broad spectrum of work that strengthened the brand's presence and reinforced its leadership in medicinal personal care. A highlight was leading the Clinical White project, which won Best in Class at the 2025 PAC Awards. I also co-led the Platinum EX range for Japan, a flagship 2024 launch that landed strongly in market.

#### NOTABLE PROJECTS

Sensodyne Clinical tier — concept and brand development, pack design, rollout

Sensodyne Japan – Platinum EX range — concept and pack design, variant rollout

Parodontax China redesign — concept and pack design, illustration direction, rollout

### FutureBrand (London)

May 2016 – Sept 2021

MID-WEIGHT DESIGNER

My work focused on concept research and development, brand world creation, and packaging design systems for both projects and pitches. I was also involved in illustration, style guide development, and photography direction, contributing to the creation of cohesive brand identities.

#### NOTABLE PROJECTS

Purina One — concept and pack design, illustration style direction, rollout

Starbucks soluble coffee — concept and pack design, illustration creation, rollout

LifeStyle Zero — concept and pack design, rollout

### Freelance Designer

Jan 2013 – Apr 2016

DESIGNER

Concept research and development, communication and presentation design, social content, and packaging across varied clients, delivering strategic and visually compelling solutions.

#### SELECTED CLIENTS

Brand Union

Eight Partnership

Imagination Communication

Lane Crawford

Ogilvy

Philips Electronics

Cathay Pacific

Huawei

## CONTACT

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[dicksonwongdesign.com/stranger](https://dicksonwongdesign.com/stranger)

## EDUCATION

**OCAD University (Toronto)**

BA, Visual Communication — Graphic Design

2005 – 2010

**Columbia International College**

2003 – 2005

## LANGUAGE

English

Chinese

## RECOGNITION

PAC Awards 2025 — Best in Class  
(Sensodyne Clinical White)

## ILLUSTRATION

[dixondixondixon.com](https://dixondixondixon.com)

## FAN OF

Matisse

Singer Sargent

Chirico

Simone

James

Getz

### Page One

JUNIOR DESIGNER

Jun 2011 – Jan 2013

### Entertainment One

DESIGN INTERN

Oct 2010 – Feb 2011