

# FLORA K. WONG

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## OBJECTIVE

Following my passion to create eye candy through a position that will challenge and further exercise my ability to create, conceptualize & collaborate with team members.

## EXPERIENCE

HyperRelevance, Jr. Art Director

January 2011 - Present

- UI/UX design lead directing creative solutions for Cisco Investments, About Schwab, Schwab Charitable, Schwab Talk Blog, Schwab Moneywise, and Schwab International
- Producing creative visual Cisco branding campaign solutions for print and digital communications deliverables, collateral and presentation templates, and internal mobile app UI
- Creating interactive conceptualizations for Schwab Retail and Santana Row interactive kiosks

Creative i Advertising & Interactive Media, Jr. Art Director

August 2003 - October 2010

- Produced creative visual HP branding campaign solutions
- Art directed & developed print and digital communications deliverables
- Designed collateral, newsletter & presentation templates
- Prepared HP product & environmental photography for advertisements & packaging

El Corral Bookstore, Marketing/Graphics Department, Graphic Designer

October 2000 - June 2003

- Created newspaper advertisements and store signage
- Prepared product photography & maintenance of online store

## QUALIFICATIONS

Driving experiential digital design through responsive websites, interactive presentations, web banners, PowerPoint templates

Strong ability to multitask, work well under tight deadlines and communicate between departments

Proficient in Adobe Creative Suite CS3-CC: Photoshop, Illustrator, InDesign

Familiar with HTML, CSS and Adobe Muse

Knowledgeable on both Mac & PC platforms

Fluent in English & Cantonese

## EDUCATION

Foothill College, Los Altos Hills, Web Development Skill Certificate, 2010

California Polytechnic State University, San Luis Obispo, 2003

Bachelor of Science in Art & Design with concentration in Graphic Design

Minor in Graphic Communications

## ACCOLADES

Marcom Awards, 2013 Platinum Marcom Awards

Direct Mail Campaign for Charles Schwab Advisor Services

W3 Awards, 2012 Silver W3 Awards

Corporate Communications Website for Charles Schwab

Communicator Awards, 2012 Award of Distinction

Corporate Identity Website for Charles Schwab

Ad Club of Silicon Valley, 2004 Silver Addy Award

Girl Scouts of Santa Clara County, "Find Yourself Here" Outdoor Ad

References available upon request