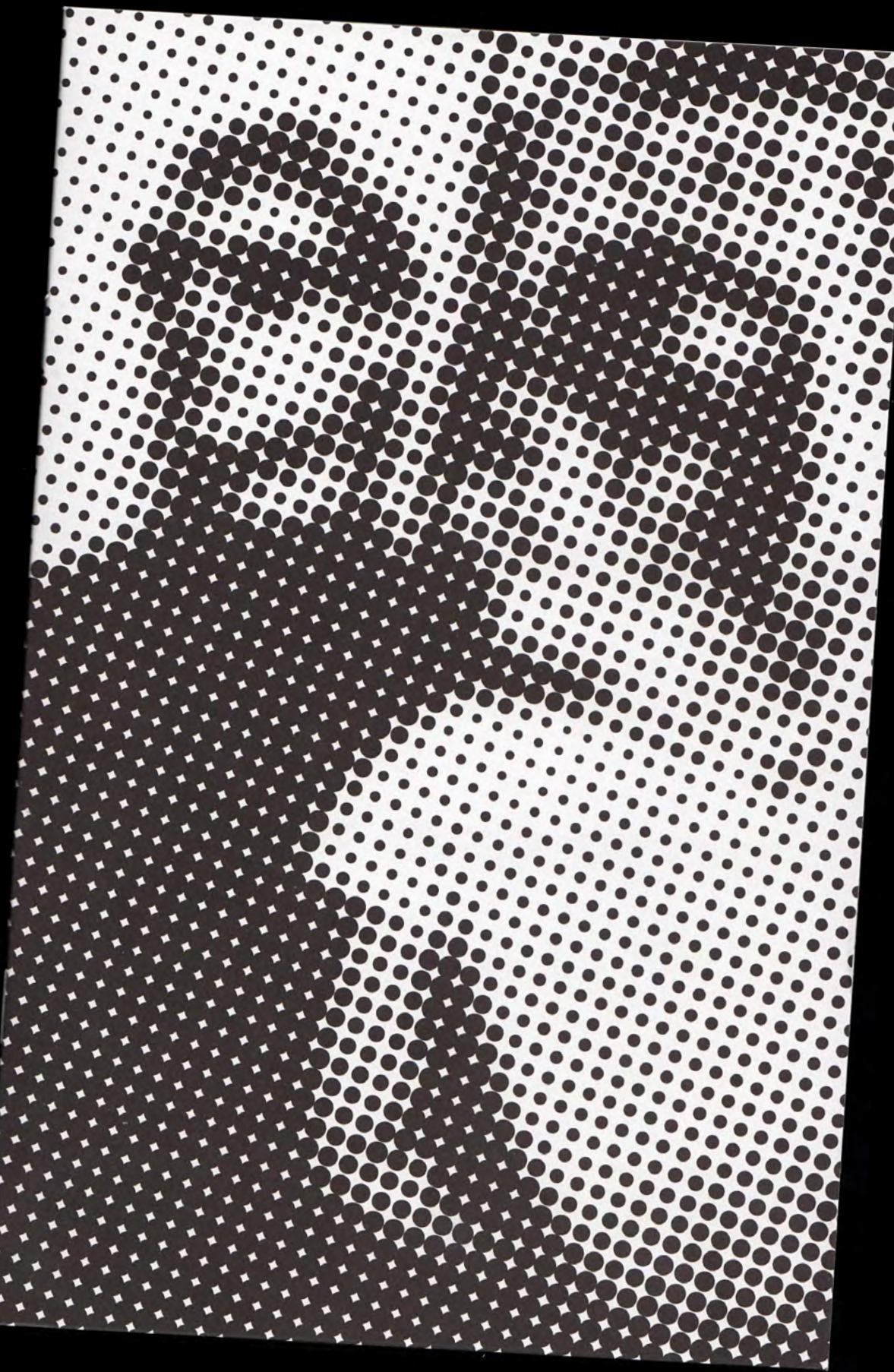


Desmond Wong

Graphic design and art direction portfolio



The Robey

Logotype, custom typeface design, art direction, wayfinding, and advertising materials for
The Robey hotel in Chicago. Creative direction Javas Lehn Studio.



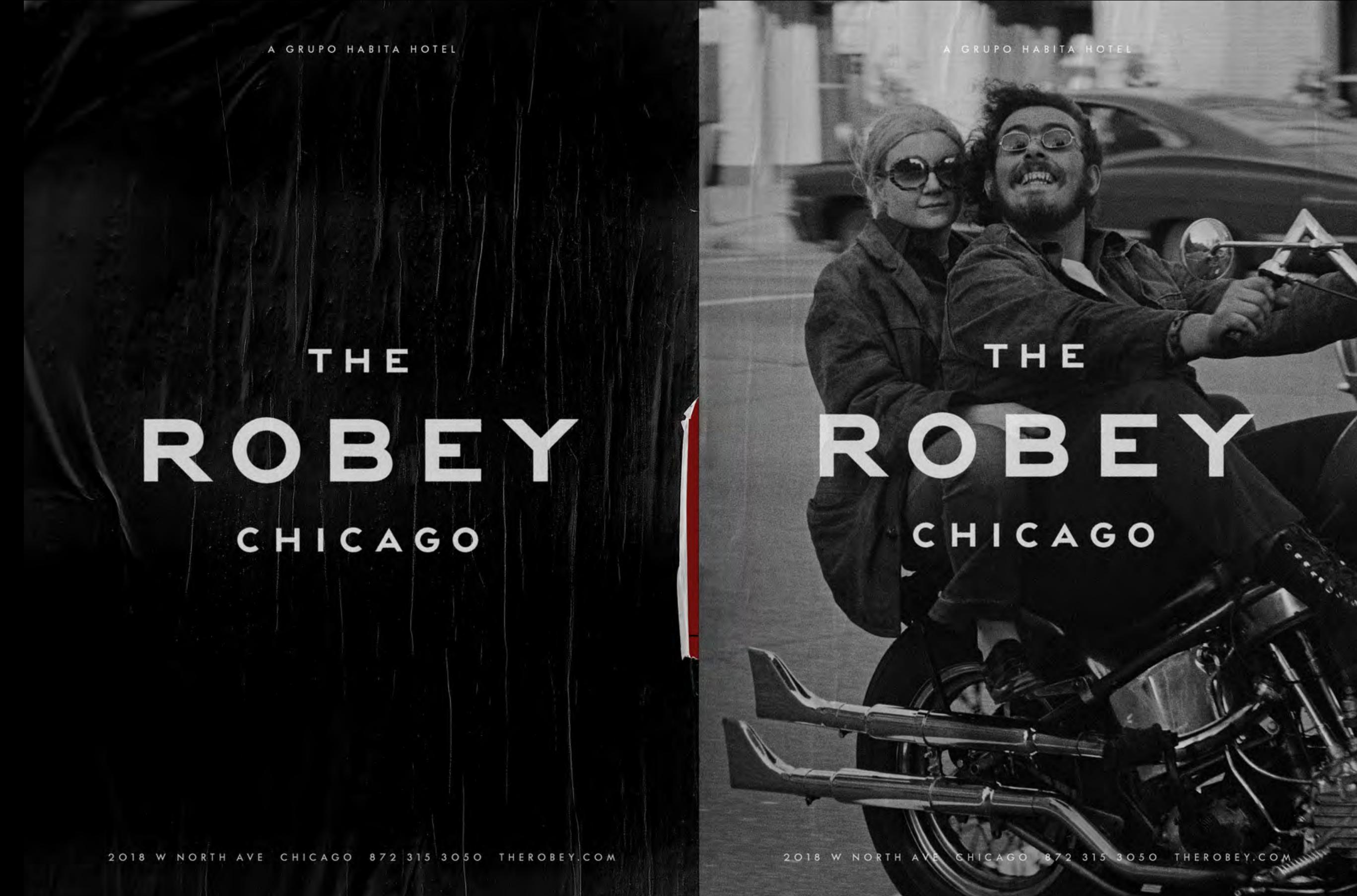
The Robey

THE
ROBEY
CHICAGO

The Robey



The Robey



The Robey

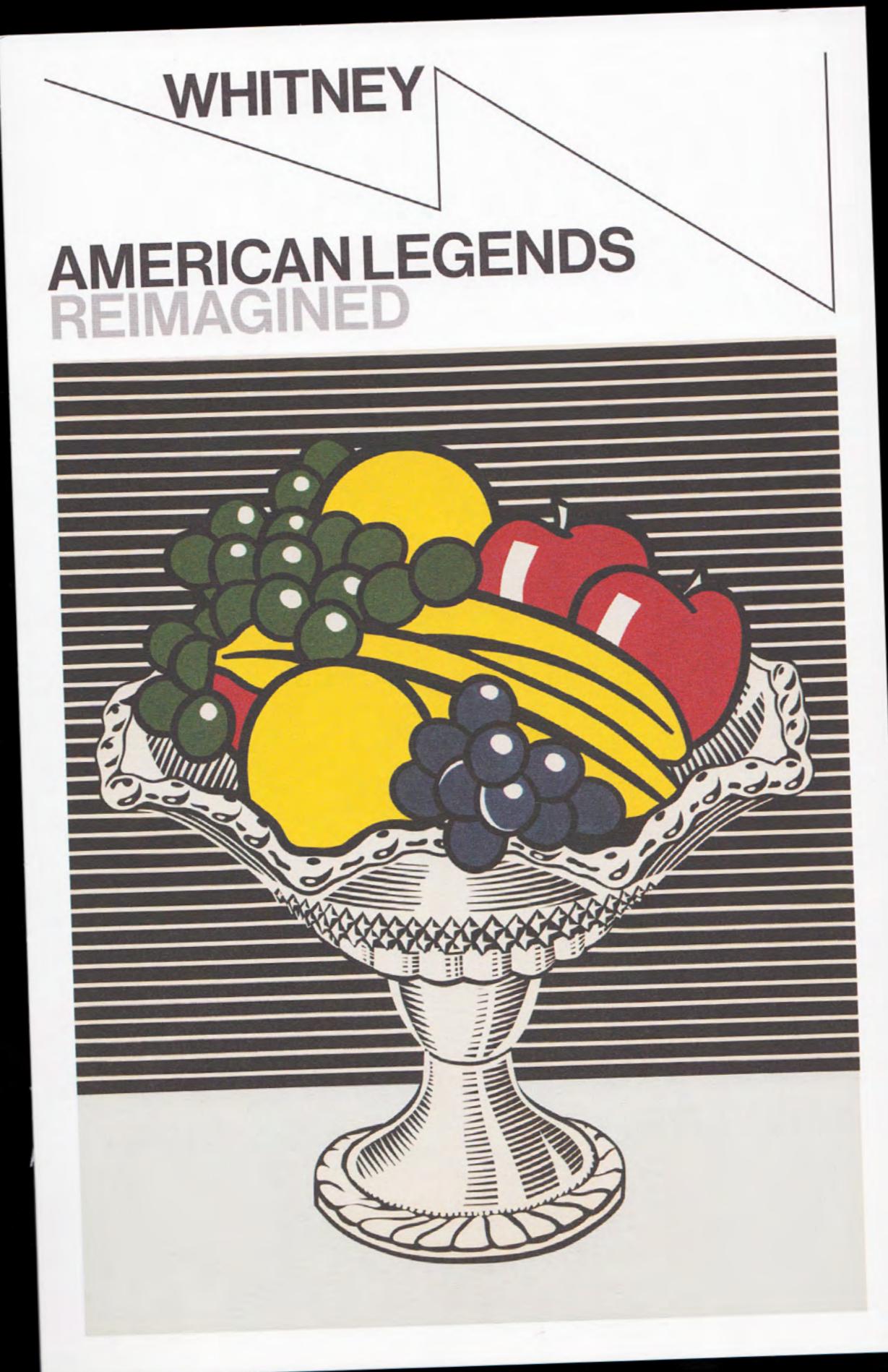


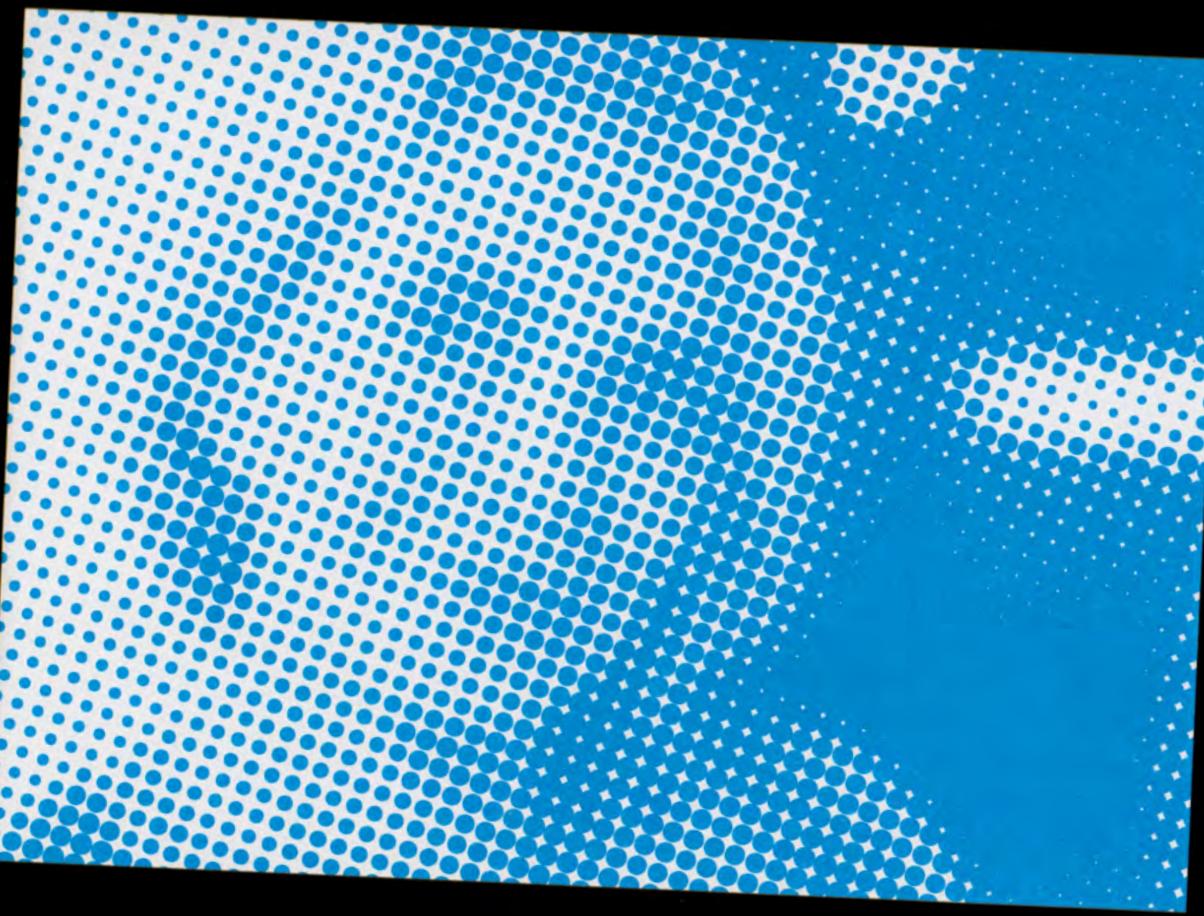
The Robey



Whitney Museum
of American Art

Promotional materials and invitations designed
with direction from Hilary Greenbaum.





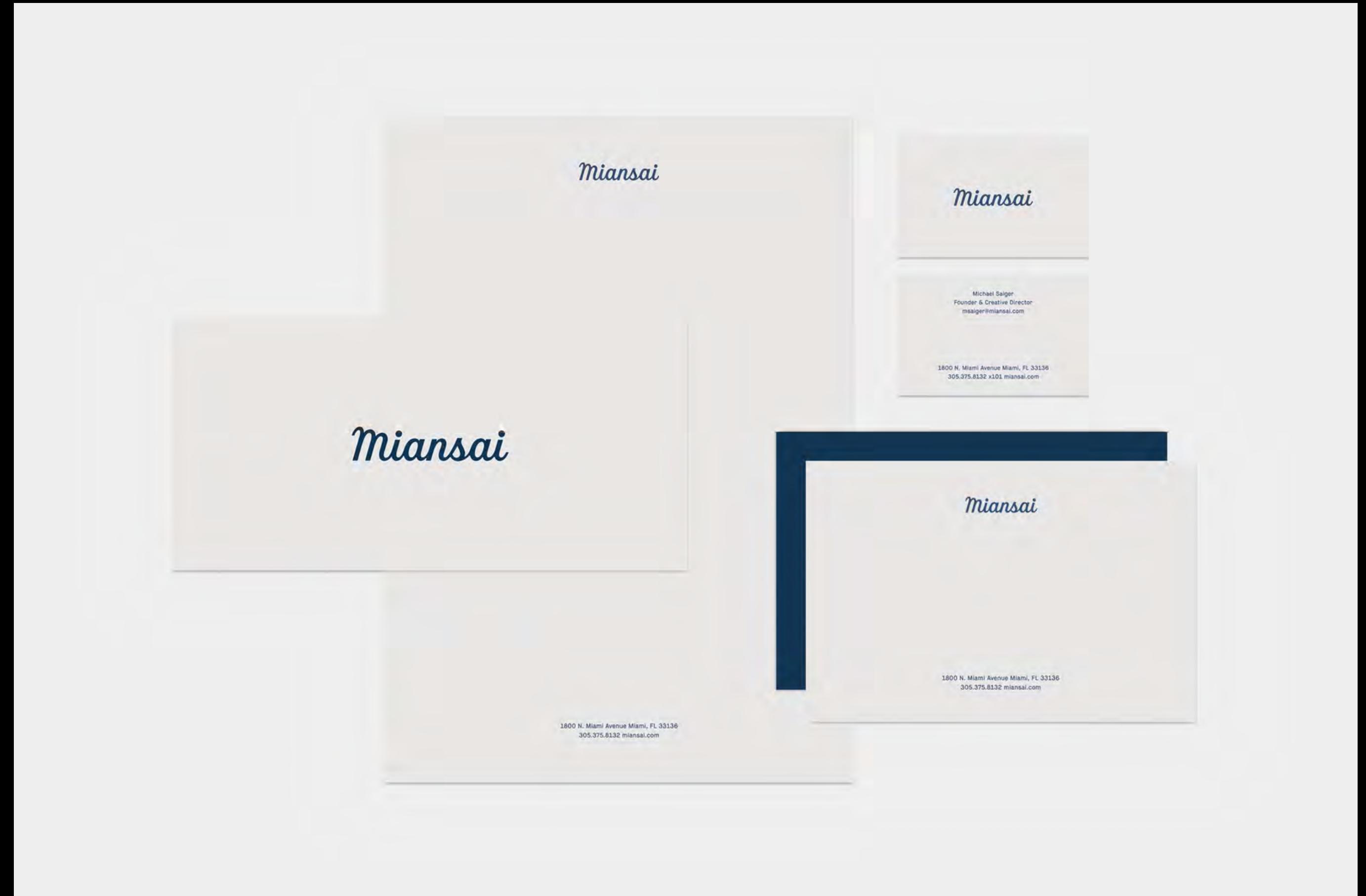


Miansai

Art direction, print materials, digital advertising, and identity system development
for Miami based jewelry brand Miansai. Creative direction Javas Lehn Studio.

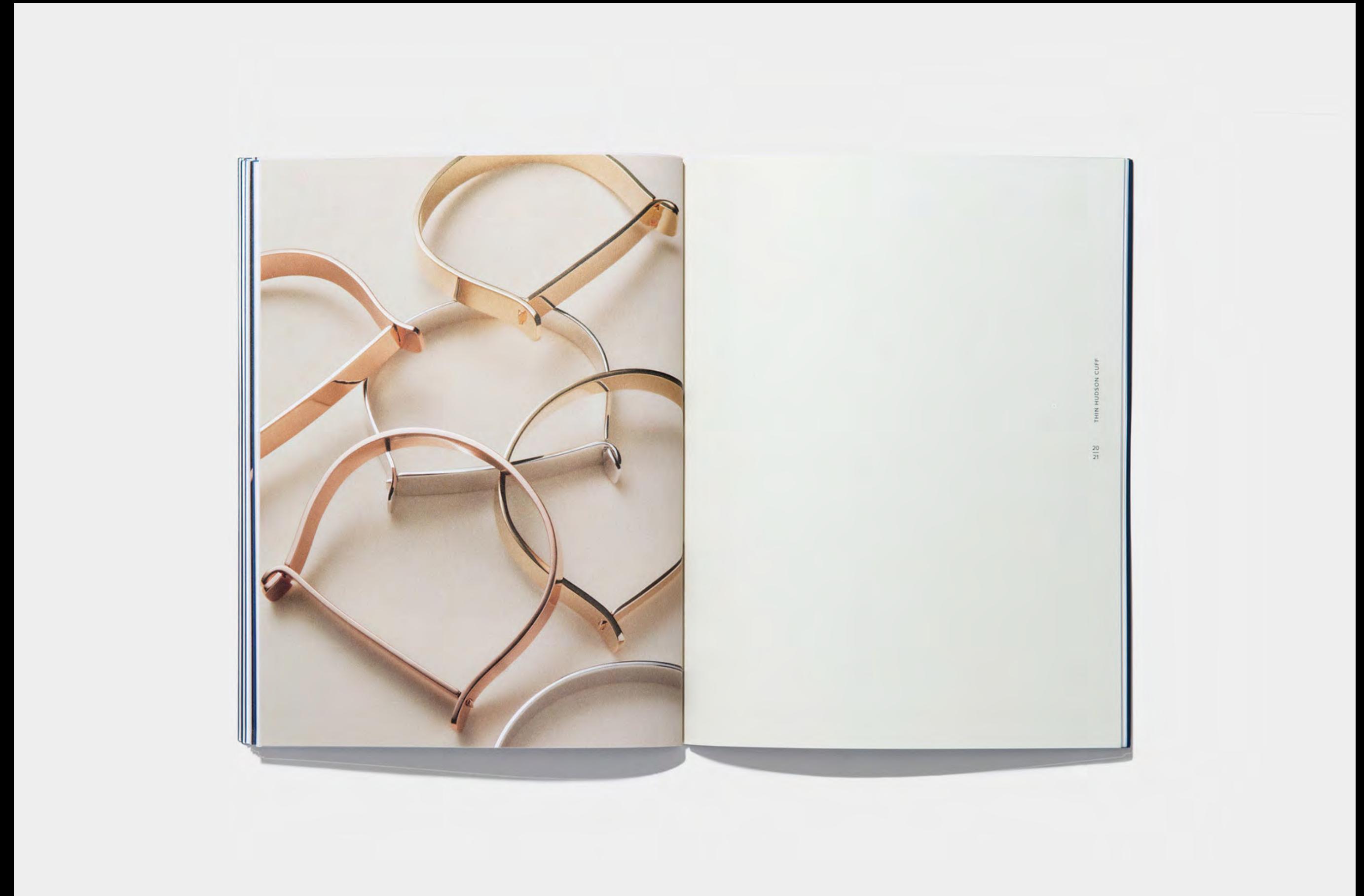
miansai

Miansai



Miansai





Miansai



Miansai





THE MOUNTAIN VALLEY SPRING WATER Co.

**CONVENIENTLY
LOCATED NEAR
ABSOLUTELY
NOTHING AT ALL**

The Mountain Valley



The Mountain Valley



The Hollander

Identity system design, art direction, wayfinding, and advertising materials for The Hollander,
shared rooms and social event space in Chicago. Creative direction Javas Lehn Studio.



The Hollander

THE HOLLANDER

The Hollander







The Hollander



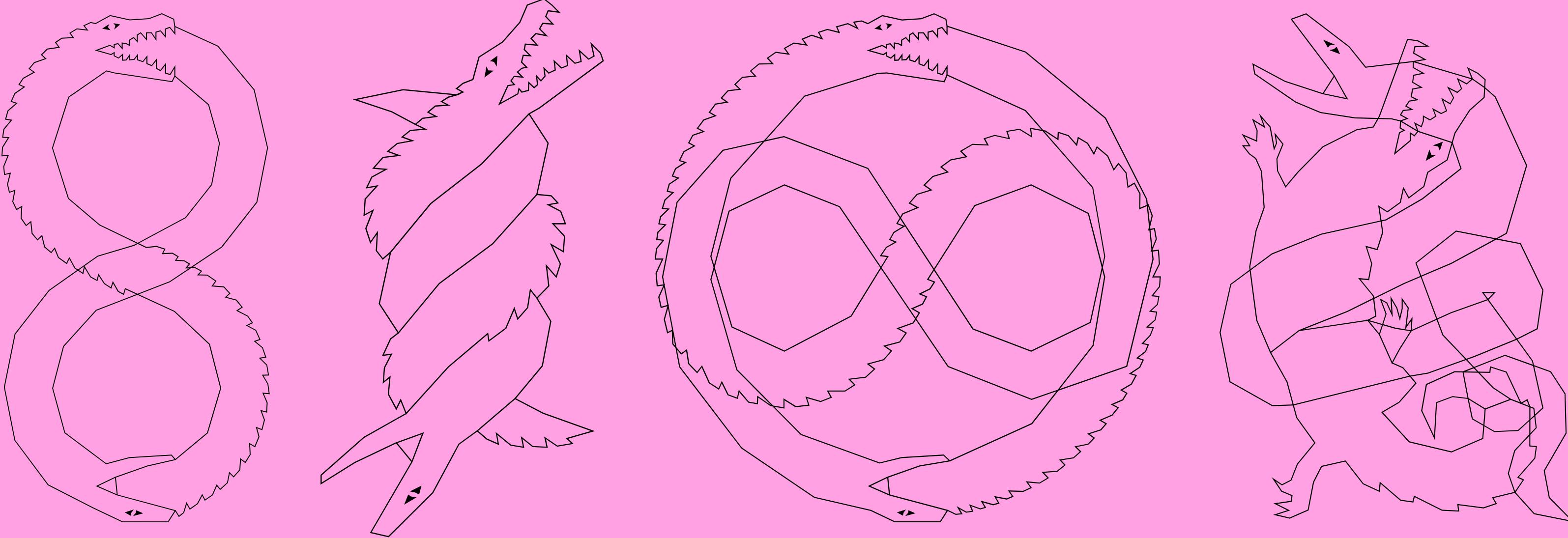
Borscht Corp.

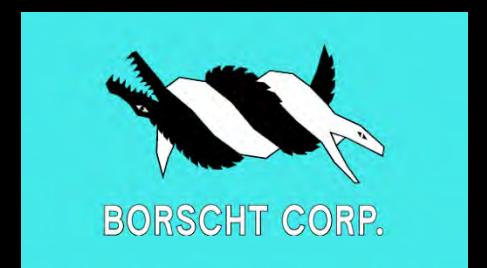
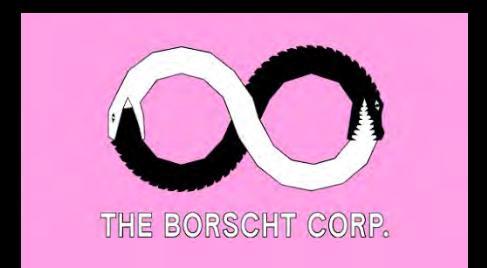
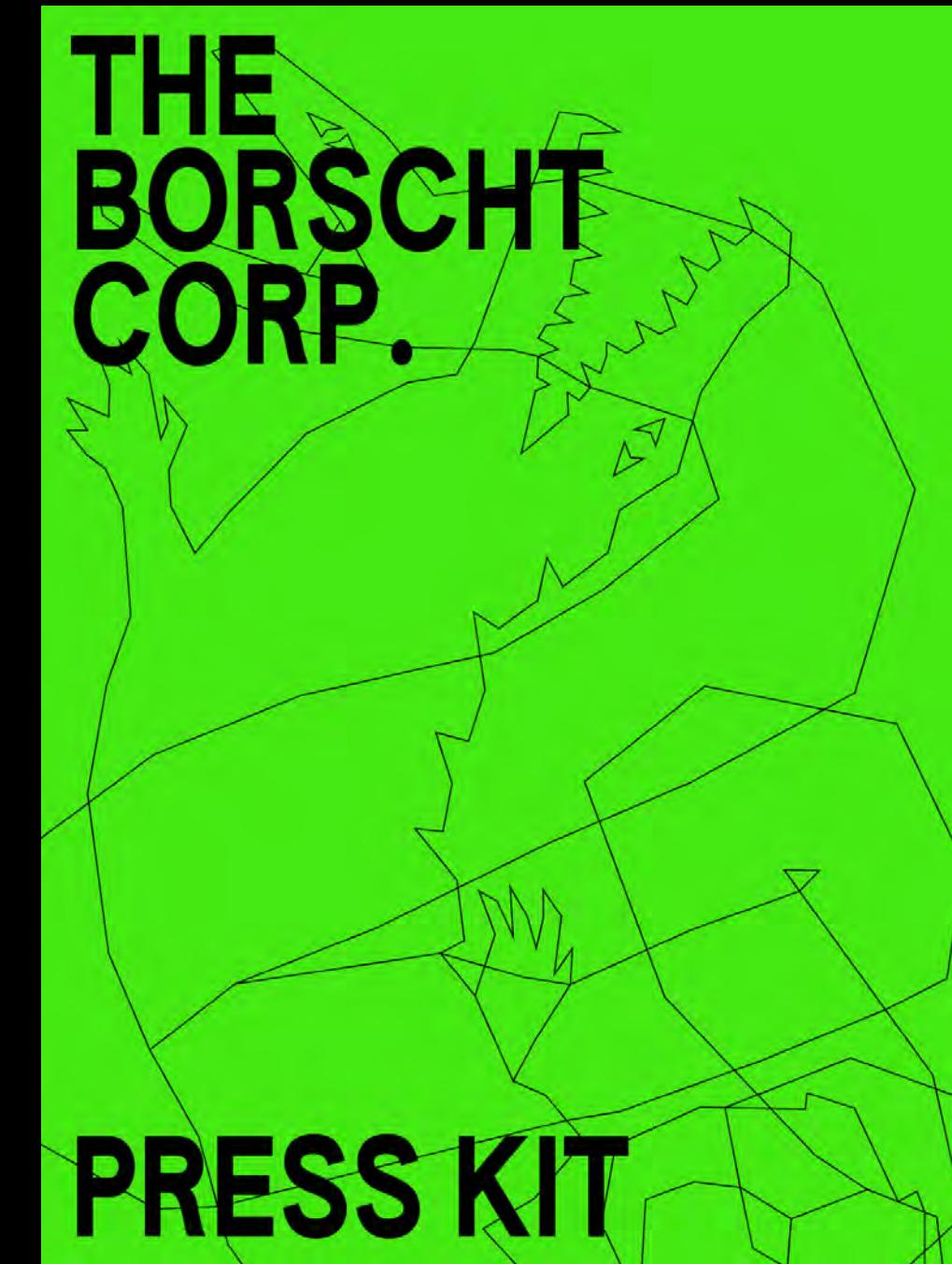
Brand identity and website refresh for Borscht Corp., a non-profit film collective based in Miami.

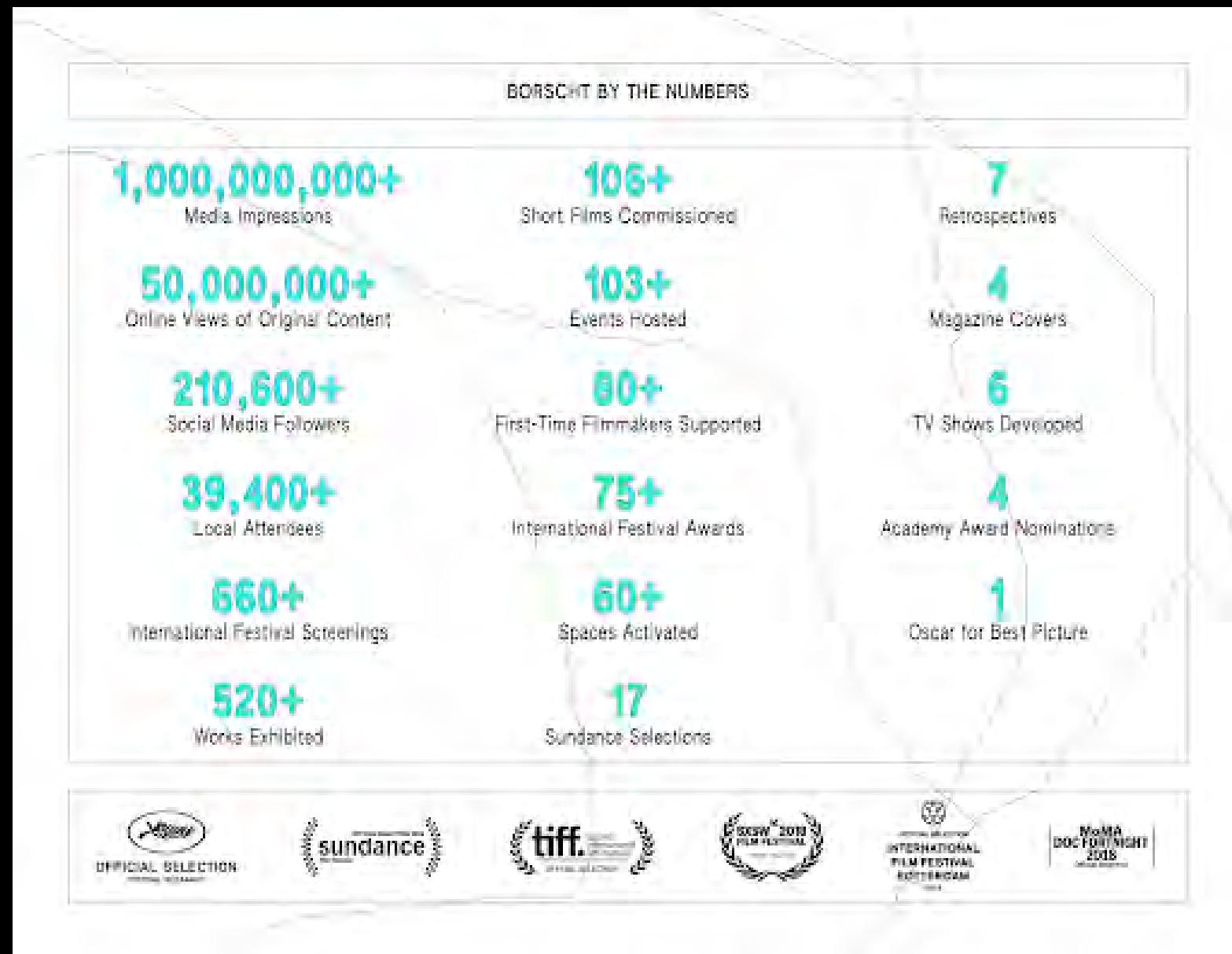


THE BORSCHT CORPORATION

Borsch Corp.







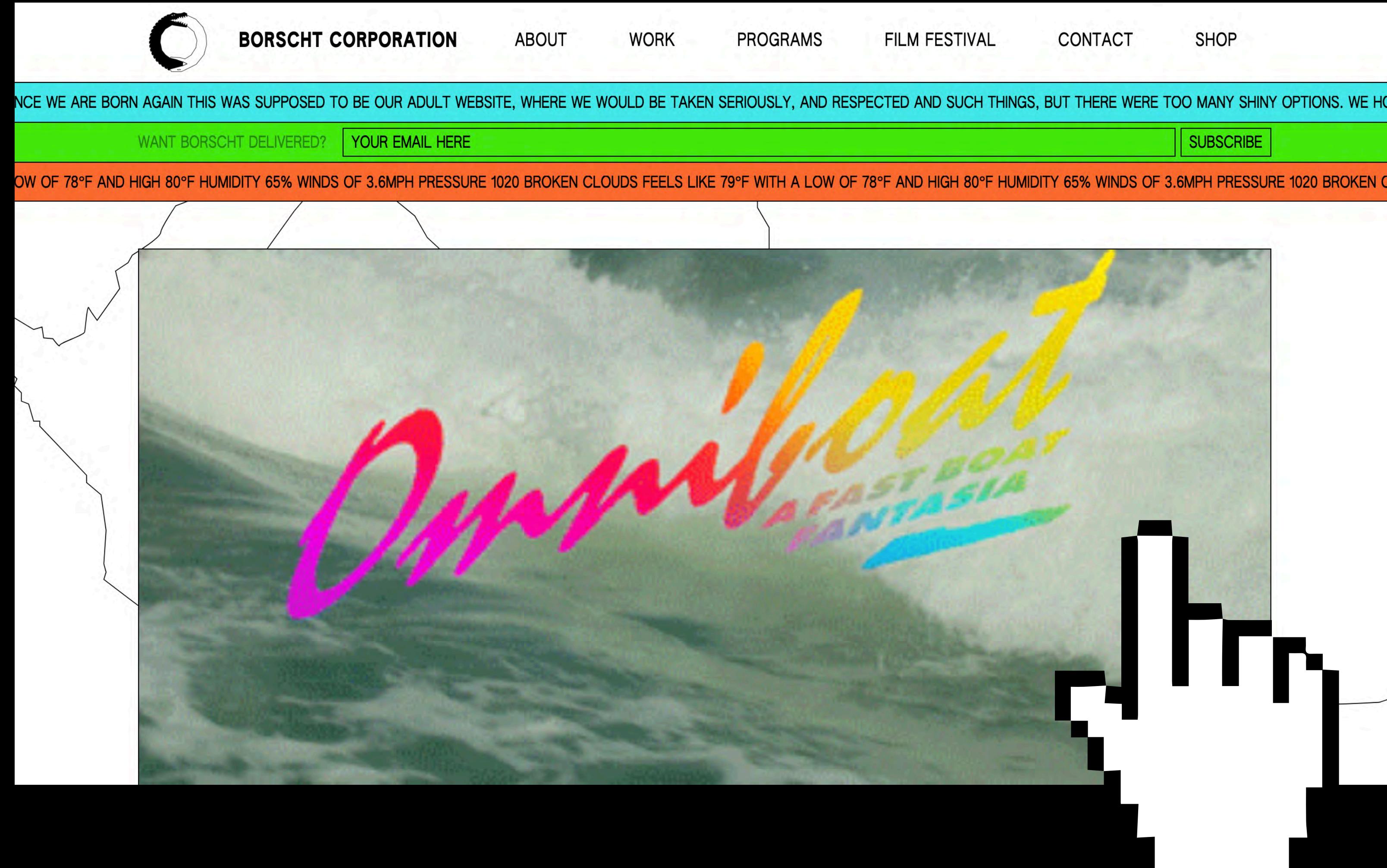
"THE MOST CONCEPTUALLY BOLD FILM FESTIVAL OF ITS ERA."
Filmmaker Magazine

"ONE OF THE BIGGEST FORCES BEHIND MIAMI'S RENAISSANCE."
Huffington Post

"MIAMI'S BEST FESTIVAL"
Miami New Times

"IDEA-RICH, IMAGINATIVELY EXECUTED AND DRAWING INTERNATIONAL ACCLAIM"
Cool Hunting

"WITH ITS BROAD REACH, USER-FRIENDLY INTERACTIVE EVENTS AND ATMOSPHERE COMBINING IRREVERENCE AND SERIOUS ART, BORSCHT HAS BECOME THE CROWN JEWEL IN A NOW-BURGEONING MIAMI FILMMAKING SCENE. AND THE WORLD IS TAKING NOTICE."
Miami Herald



Borscht 0 Film Festival

Borscht has died. Borscht has risen. Borscht will come again.

Identity for Borscht 0—a quasi-annual film festival organized by Borscht Corp. in Miami.

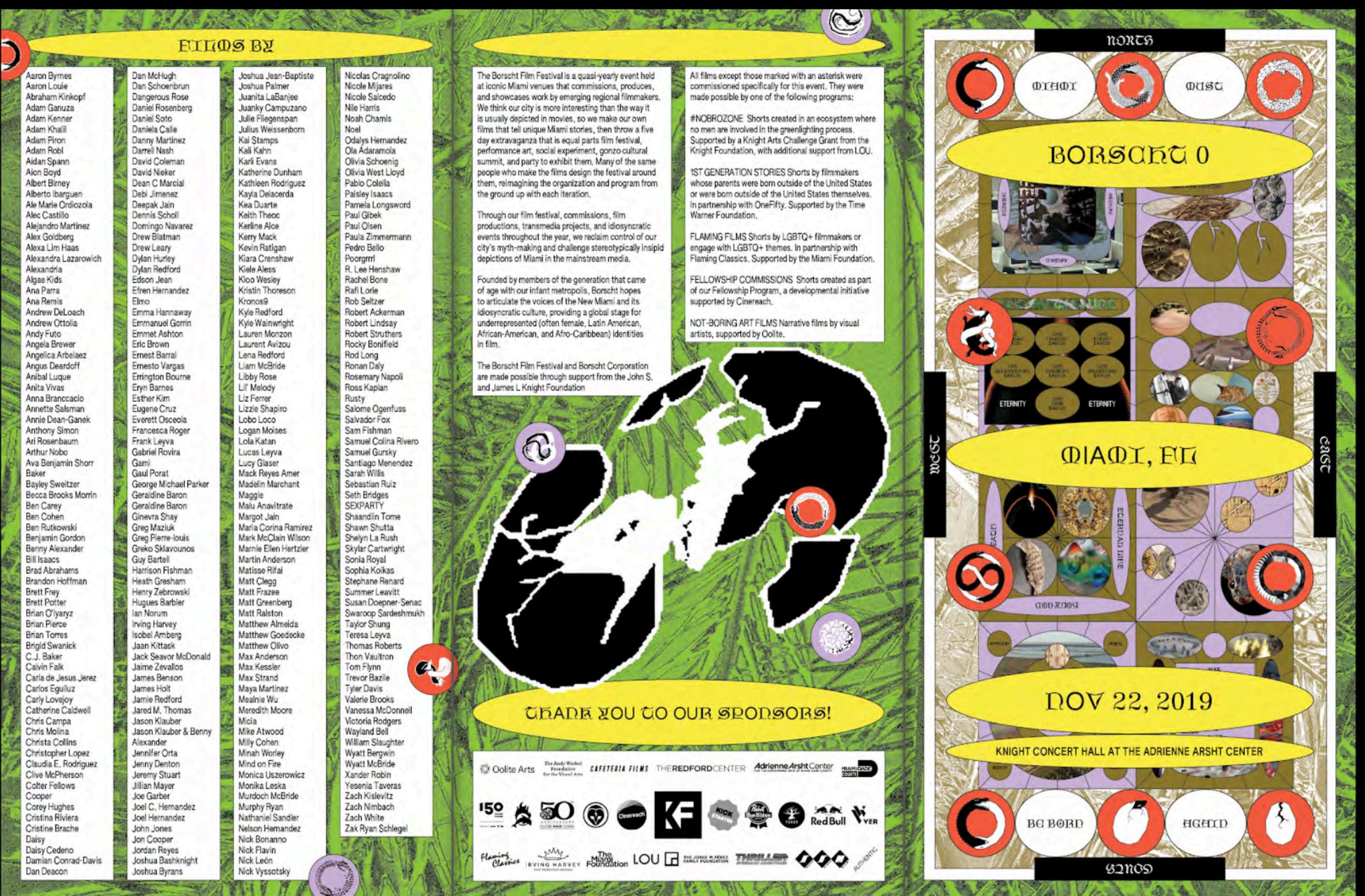


BORSCHT 0

Borscht 0 Film Festival



Borscht 0 Film Festival



Borscht 0 Film Festival

PRESHOW

ACT ONE

INTERMISSION

ACT TWO

 <p>THE GREAT TRIP TO MIAMI dir SIXPARTY • 4 MIN I took a trip to Miami and I learned so much.</p>	 <p>FAIRCHILD dir KALI KAHN • 8 MIN Womanhood sings its siren song at summer camp in the Florida swamp.</p>	 <p>SOUR ABOODE* dir OLIVA JSCHODIG • 6 MIN A surreal wake-up call propels Mark into a dream realm where he fills up a gas tank and eats at a buffet.</p>
 <p>QUEER MYTHOLOGY: “THE (MALE) LAST SUPPER” dir KARL EVANS • 1 MIN Dinner gets out of hand as Karla serves herself.</p>	 <p>DEAD DALI dir OLIVA WEST LLOYD • 11 MIN A brutal reimagining of the minotaur myth, set in a desolate downtown Miami mall.</p>	 <p>QUEER MYTHOLOGY: “THE MASK” dir KARL EVANS • 2 MIN In a future parallel universe, Queer Latina attempts to clone herself.</p>
 <p>CARROS dir ALEX CASTILLO • 3 MIN Pixar's Cars, but in Cuba.</p>	 <p>VALERIO'S DAY OUT dir MICHAEL ARCOS • 5 MIN A young jaguar (Valerio) goes on a killing spree when he escapes from his enclosure at a zoo. After he's caught, he makes a video diary for his significant other. Their name is Lula.</p>	 <p>WHAT DID YOU LOOK BACK dir CRISTINE BRACHE • 9 MIN Soledad's aunt and grandmother invite her to participate in a Santeria ritual to get rid of her depression, assumed to be caused by an evil eye.</p>
 <p>CONSPIRACY CRUISE dir BRAD ABRAHAMS • 12 MIN The (partly) real story of a cruise ship vacation for conspiracy theorists that takes a turn for the surreal when their most outlandish theories come true on board.</p>	 <p>SPRIT #1 dir BRETT POTTER • 5 MIN Samantha met a man last night, but can't remember what he looks like.</p>	 <p>MINGUS’S THE CROWD dir TREVOR BAZILE, NILE HARRIS • 13 MIN “He just wanted to make them laugh.”</p>
 <p>COOWBOY JOHN dir ALEX GOLDBERG • 9 MIN A baseball player gives a press conference about a season ending injury.</p>	 <p>EMERGENT ACTION PLAN (EAP) dir DYLAN REDFORD • 9 MIN Dylan prepares for an active shooter attack at his workspace.</p>	 <p>DIRG DAUGHTER dir MARIE ELLEN HERTZLER • 13 MIN The internet is finite, and very physical, and it is tucked away in vast underground internet server below a giant, empty building far, far away. Lily lives alone in this building and guards it and all of its visible, physical, nothingness. She just broke up with her boyfriend.</p>
 <p>ALLIGATOR dir ADAM KHAIL, ADAM PRON • 10 MIN Alligator wrestling is a staple of Florida tourism, that later evolved into an extreme sport, that began as a means of survival by the Seminole and Miccosukee Tribes of Florida. Alligator explores how this technique evolved and its meaning to those who continue to practice it.</p>	 <p>THE BIG PARADE dir HARRISON FISHMAN • 14 MIN While a recently elected mayor prepares for her town's annual parade, terrifying events begin to transpire.</p>	 <p>KENDARE 157 dir GREKO SKLAVOUNOS • 17 MIN Two men at twilight. The distance between their bodies is both measured and infinite.</p>
 <p>I CANNOT STAGE MY POSITION* dir KAYLA DELACERDA • 6 MIN A boyfriend explains how not to make a movie to his girlfriend in 2011.</p>	 <p>EUKARZOTIC dir NICOLE SALCEDO • 3 MIN A devoted lover communing with their bodies; land and water.</p>	 <p></p>

Desmond Wong

Graphic design and art direction

Education

Typography Summer School
August 2013, New York, NY

Pratt Institute
September 2009–May 2013, Brooklyn, NY
BFA Communications Design

The Cooper Union
June–July 2011, New York, NY
Type@Cooper Condensed Program

Work

AUTHENTIC
Present, New York, NY
Custom typeface design, lettering, art direction, and graphic design

Experience

Past work, recent clients and collaborators:
The Architect's Newspaper, CHIPS, Cooperative Editions, Javas Lehn Studio,
Jennifer Heuer, Jesse Ragan, Jones Knowles Ritchie, Linked By Air, loyalkaspar,
Mary Ping, Champions Design, Other Means, Red Antler, Siegel+Gale,
Studio Lin, Swiss Institute, Whitney Museum of American Art, Work-Order

Awards

2019 Communication Arts Typography Competition, Typography/Motion
2016 Morisawa Type Design Competition, 2nd place People's Choice
2014 TDC Communication Design, Poster

Contact

desmond@authentic.website
desmondwong.com

