

Janice Pang

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Community Projects

Zine Swap

Jan 2018 - Present

Organize and participate in a quarterly zine swap of 40+ creative folks across the U.S.

Elizabeth River Trail

Mar 2016 - Sept 2018

Evolved the brand and wayfinding system for Norfolk's 10.5-mile urban trail in collaboration with the Master Planning team.

ENJOY:

Aug 2017 - Aug 2018

Developed the name, brand, space, website, and marketing strategy for a mixed use community pop-up space.

InSight Portfolio Review

Apr 2017 + Apr 2018

Conceptualized an annual event to provide undergraduate design students with professional development experience through one-on-one portfolio and resume reviews, panels with industry leaders, and scholarships. Organized a team of volunteers to brand and execute the program, which is continued by AIGA Hampton Roads.

SPARK Poster Exhibition

Oct 2016 + Oct 2017

Conceptualized, branded, and organized a community poster exhibition for Norfolk's annual NEON Festival to activate an underutilized alleyway. The program is continued by AIGA Hampton Roads.

Work Experience

Product Designer

Remind • Norfolk, VA • May 2020 – Present

- Craft user-centric designs across platforms by incorporating insights from both qualitative and quantitative data
- Consistently iterate on designs through feedback & refinement
- Partner with engineers, designers, researchers, and product managers to build products and features from conception to launch
- Contribute to the vision and overall strategy for our products

Associate Creative Director

Grow • Norfolk, VA • June 2015 – May 2020

- Collaborate with multi-disciplinary teams to concept, pitch, execute, and deliver digital products.
- Create and deliver compelling presentations, ensuring buy-in and alignment from clients and other stakeholders.
- Oversee project budgets, resources, and timelines to ensure the work is executed efficiently without compromising quality.
- Strategize, ideate, and execute marketing content across all of Grow's digital platforms to promote our work and company culture.
- *Design Intern (Jun - Dec 2015); Designer (Dec 2015- Mar 2017); Art Director (Jun 2017-Mar 2019); Associate Creative Director (Mar 2019 – May 2020)*

Design Internships

Viget (Summer 2014); Sequence (Spring 2014); McSweeney's (Summer 2013)

Teaching Experience

On-Screen: Digital Design Program

Good At Being • Norfolk, VA • May - Aug 2019

- Developed a 12-week digital design bootcamp and speaker series for student and entry-level designers. Led participants through design thinking and prototyping processes to create and present a mobile app.
- Secured community partners to sponsor hosting, meals, scholarships, and speaker fees.

Interactive Design 1

Tidewater Community College • Norfolk, VA • Jan - Apr 2017

- Evolved the existing curriculum to teach students how to ideate, wireframe, and build multi-page websites in HTML and CSS.
- Introduced lessons in writing-first design, contemporary digital design trends, accessibility, and web hosting.