

Adrienne Wong

Art Direction
195 Chrystie Street
701c
NY, NY 10002
United States

View the full portfolio at <http://www.thecreativefinder.com/adriennewong>

Professional Experience and Curriculum Vitae

SUMMARY/OBJECTIVE

Entrepreneurial graphic designer with a total of 20 years of expertise in New York City.

- Expert knowledge in trade markets in Gift & Stationery categories
 - 4 year product development for brand skilled in PR/design/seasonal applications for Gift, Wedding and Stationery markets
 - 5 year entrepreneur in Design/Advertising/packaging service industry; M/WBE certified
 - 11 year Senior creative with expertise in advertising (retail branding, fashion and furniture), publishing, and environmental graphics
- Looking for food, lifestyle, gift or agency with similar clientele. Nine year entrepreneur.

PROFESSIONAL EXPERIENCE

Double Happiness Design

Principle and Creative Director, 2000 to present

Graphic design company specializing in branding companies and their products using logo identity, design, packaging, promotion and advertising. Art direct, conceptualize, design and produce products in print and packaging for a variety of clients that range from food, fashion, and antique furniture. MW/BE certified in New York. Clients include: Goldman Sachs, White Toque Foods, National Geographic, New York Times. Smaller retail and fashion clients include: Pursued by Bear Wine by Kyle MacLachlan, Van den Akker Antiques, MarieBelle Chocolates and Bond 07 by Selima Optique. Letterpress printmaker creating limited edition stationery, prints for artists and ephemera for designers, wedding invitations and business cards for individuals and companies.

Superdeluxe

Designer and Co-owner, 2005 to May 2009

Co-owner of Superdeluxe, domestic product line of home goods and hand crafted items such as decoupage glassware, letterpress stationery, silkscreened journals and pillows. Also created a line of fine art prints in silkscreen and letterpress, and archival pigment prints for 20x200.com, and Target's "Red Hot Shop" for Holiday 2008. Designed and produced products that range from personal stationery, desk & home accessories, gift wrap. Created fabric and wallpaper prototypes as well. Gift boutique and showroom for 4 years in Lower East Side. Attended trade shows as vendors generating orders, meeting press and marketing the company and our product to buyers. Other selected clients include Barney's and Trina Turk (residential shop). Product in all Barney's and Trina Turk were stationery based.

Walker Group/FITCH Agency

Consultant Graphic Designer, 2006

Graphics specialist for architectural firm/agency. Created presentations and conceptualized graphic programs for projects ranging from amusement parks, shopping centers, fast food establishments and dental centers. Skills required: rendering, signage, leasing brochures and retail environments. Clients include: Disney, Tim Horton, Hellman's Mayonnaise, Aspen Dental.

Better Homes and Gardens, Senior Promotion Design Director, 1996 - 2000 and Martha Stewart Living, Promotion Art Director, 1995 to 1996

- Managed projects for the Marketing departments of 2 lifestyle magazines and their Fortune 500 advertisers such as Near East Food Products, Reckitt & Coleman, General Motors, MM/Mars Candy, Proctor & Gamble, Burns of Puerto Rico and Ace Hardware.
- Designed and produced trade and consumer advertising campaigns. Strategic planning, marketing and promotional program development were also major strengths.

Cato Gobe & Associates

Senior Designer, 1994

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