

M. HONG

## TECHNICAL SKILLS

mac / pc  
adobe creative suite  
microsoft office  
print / web / tv production

## ADVENTURE RESUME

5.8 trad leader  
gunks quartzite, yosemite granite  
WI4 leader  
new england ice  
AAC international climbers meet 2012  
yosemite, ca  
2 weeks climbing alpine rock  
canadian rockies 2012  
gannette peak, wy  
big city mountaineers sfs 2011  
grand teton, wy  
upper exum self guided 2011  
mt. washington, nh  
winter & summer summits  
1 day great range traverse, ny  
1 day ramapo dunderberg traverse, ny

## REFERENCES

available upon request

## MIKE HONG

art direction | design | illustration | adventure

199 Humboldt Street 3B  
Brooklyn, New York 11206

**Phone:** 718.724.4806

**Email:** heymikehong@gmail.com

**Portfolio:** heymikehong.com

## EXPERIENCE

**Brand Development, Design, Illustration, Interactive,  
Motion, Packaging, Print, Social, Strategy, TV and Web**

01.2011 – present

**Arnold Worldwide / Audrey | New York | Sr. Art Director / Creative Director**

clients: aetna, clinique, côtes du rhône, hershey's, kohler, milk-bone, origins,  
sanofi, stonyfield

09.2002 – 12.2010

**KraftWorks Ltd. | New York | Senior Art Director**

clients: bali, bitten by sarah jessica parker, calvin klein, cew, children affected by  
aids foundation, coalition for the homeless, cointreau, coty, hanes, international  
anticounterfeiting coalition, joseph abboud, la prairie, mayor bloomberg and the  
city of new york, physicians formula, playtex, popchips, smartwater, speedo,  
steve & barry's, vespa, vitaminwater, wonderbra, wonderwall by laird hamilton

06.2002 – present

**Freelance Art Direction, Design & Illustration**

clients: fitspott, homecity, iclick, modular lifestyle, parsons school of design,  
saadi, serious business records

05.2003 – 09.2003

**EGOsium (Ryan McGinness Studio) | New York | Graphic Designer**

clients: gingko press, munsingwear penguin, the independents, training camp

06.2002 – 08.2002

**Monkey Clan | New York | Graphic Designer**

clients: fuzzycarrot.com, hintmag.com, mtv, retail dna, wireimage.com

06.2002 – 08.2002

**Crunch Fitness International | New York | Graphic Designer**

06.2001 – 10.2001

**Dumbo Arts Center (DAC) | New York | Graphic Designer**

## EDUCATION

08.2000 – 05.2004

**Parsons School of Design | New York**

Integrated Design Curriculum & Communication Design  
Awarded Bachelor of Fine Arts with Honors

08.1998 – 05.2000

**Li Po Chun United World College | Hong Kong**

Awarded International Baccalaureate Diploma