



HOI NING WONG

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I am a brand builder, creative project manager, and educator with over 8 years of experience in consumer start-up companies in the San Francisco Bay Area. I specialize in product marketing, brand development, user acquisition, and community management.

PROFESSIONAL PORTFOLIO

www.hoister.co

EDUCATION

Stanford University 2005
Master of Fine Arts (Product Design)

Joint program (Department of Art + Mechanical Engineering)
Awarded Art Department Fellowship

Syracuse University 1999
Bachelor of Architecture

Major in Architecture
Minor in Economics
Awarded full academic scholarship
Studied abroad in Florence, Italy

PROFICIENCIES

Strong working knowledge:

Illustrator
InDesign
Photoshop
Lightroom
Keynote
Microsoft Office
AutoCAD

Familiar with:
HTML
Google SketchUp

EXPERIENCE

Adjunct Instructor | The Art Institute Of California 03 2013 - present

- Teaching upper-level courses to undergraduate students in the Marketing and Design programs. Courses include: global marketing, marketing research, interior design portfolio

Branding/Marketing Consultant | Freelance 12 2012 - present

- Advising and executing branding and digital marketing strategies for start-ups and design companies; helped 3 Kickstarter campaigns reach funding goals in 2013

Marketing Manager | Orbit Baby 12 2007 - 12 2012

Orbit Baby is a California-based company that prides itself in designing smart, sophisticated travel gear for modern parents. Founded by two Stanford engineers, the company now attracts a cult following from A-list Hollywood celebrities & savvy parents around the world

Product Marketing:

- Directed the creation of marketing materials for all new product launches from copy/content generation to creative asset development, including Double Helix Stroller in 2012 ([link](#)), Color Packs in 2011 ([link](#)), and the G2 product line from 2009-2012 ([link](#))
- Developed and project managed integrated marketing campaigns (web, print, email, social media, events, retail, celebrity, PR) for product launches by driving timelines, managing budgets, and leading a cross-functional team (marketing, product, sales, supply chain, operations, and customer service)
- Collaborated with sales team to develop global retail marketing programs, such as merchandising and training guidelines, point-of-sale materials, promotions, and tradeshow
- Identified future product roadmap and marketing opportunities by synthesizing insights and data gathered via user-centered design research, web analytics, competitive analysis, pricing studies, surveys, concept tests, and business modeling

Acquisition Marketing:

- Oversaw PR, event, and social media strategies to raise brand awareness and achieve growth objectives; managed PR agency, social media manager, and events coordinator
- Led customer acquisition and engagement activities, including email marketing, SEM campaigns, social media, events, & promotions; raised mailing list subscribers by 170% in 2011 and 70% in 2012, and grew Facebook fans by 350% in 2011 and 120% in 2012
- Developed and maintained business development relationships and partnerships with influential media, industry contacts, brand partners, and community advocates

Creative / Brand Management:

- Developed and maintained Orbit Baby's visual identity and brand voice across the development of all creative assets, including website, print collateral, online assets, photography, packaging, product graphics, email, retail, and tradeshow design
- Managed an in-house team of designers, external freelancers, and creative agencies to deliver marketing campaigns from conception to completion. In-house expertise included UI/UX design, graphic design, copywriting, art direction, photography, and film
- Established scalable processes to ensure consistent and high quality creative output from internal and external teams - from developing standard operating procedures to creating brand guidelines and resource libraries for international partners

Product / Marketing Designer | Orbit Baby 08 2005 - 12 2007

- Developed Orbit Baby's first generation product line as a soft goods and graphic designer, including the conception of two patented innovations
- Conducted user-centered research, produced rapid prototypes, and worked with contract manufacturers on the ground to oversee development and mass production
- Led the development of the company's first limited-edition sustainable product, from concept to product development to marketing

Architectural Designer | MBT Architecture 01 2000 - 08 2003

- Worked on the project team for Stanford University's James H. Clark Center (with Foster & Partners); saw the project from concept design, design development, construction documentation, construction administration, to its completion in Aug 2003