

RYAN HWANG

CREATIVE DIRECTOR | VISUAL, PRODUCT & UI DESIGN

Work Samples: RYANHWANG.com

RYANHNYC@GMAIL.com

PROFILE SUMMARY

Seeking creative director roles in:

- Marketing & advertising
- Digital technology
- Product & service design

Specialized in:

- Design strategy & innovation
- Complex problem solving
- Integrated cross-channel & cross-platform experiences
- Mentoring people and fostering collaborative environments

PROFILE

I have several years of experience and hands on design expertise. On the one hand, I have a disciplined and entrepreneurial mind that can strategize the Big Picture. On the other hand, I have a creative imagination adapt at finding innovative solutions and execution to complex problems. I can manage content and value across channels. In addition, I enjoy mentoring people and fostering collaborative environments.

Design has drastically evolved over the years to tackle the complex ecosystem of modern businesses and their needs. Mobile apps, API's, social media presence, search engine optimization, customer service channels, wearables and physical locations all inform the experience a user has with a brand, product, or service. And all these touch-points need to be thoughtfully designed, planned, and managed.

Designers are problem solvers, putting intent and purpose behind every thought, being able to tackle a wide range of business needs from marketing to product, online to offline, beauty to finance...to put it simply, good designers must be versed in many facets of brand needs.

I am a problem solver.

PROFESSIONAL EXPERIENCE : 1994 - PRESENT

PRINCIPAL INTERACTION DESIGNER : YAHOO! : 2015 - Present

Currently building out a visual design practice within Ad Products UX Department, that focuses on a complete suite of programmatic advertising platforms. Testing out new feature prototypes generated using Google Ventures Design Sprint methodology. Working across all ad platforms to create a master systems design, visual design language, user interaction components and animation. Establishing both short and long-term vision for product brand-architecture through design ideation, concept development and creative execution.

CONTRACT CREATIVE LEAD : VARIOUS AGENCIES & COMPANIES : 2014-2015

Provided visual and UI design strategy and execution to two primary clients: Crispin, Porter & Bogusky and Purpose Creative.

CREATIVE DIRECTOR : VSA PARTNERS : 2012 - 2014

Worked directly with a Fortune 500 company at its new innovation lab. The team was comprised of specialists from the company and its agency partners. Our focus was to create a program and products to support the invite only events where the client had the opportunity to bring together C-level executives to deepen collaboration, drive higher growth and achieve new levels of impact as leaders. Mentored staff creatives and help to guide their career paths.

CONTRACT CREATIVE LEAD : MCGARRY BOWEN : 2009 - 2012

Collaborated with the Innovation Lab division to envision the new editorial & publishing opportunities with the introduction of mobile tablet devices. Collaborated with the Mobile division to support the new business development initiatives. Defined the mobile & social media strategy, design ideation, concept development and creative execution using agile development process.

CONTRACT CREATIVE LEAD : EQUINOX FITNESS : 2009 - 2010

Extended the established Equinox brand to the new MYEQ platform, including desktop app, mobile app and in-club fitness hardware. Through the visual design of the member website and iPhone brand, established MYEQ as a distinct sub-brand from Equinox. Managed the design process from visual exploration to design conception to production. Married highly branded visuals with best user practices for a complex fitness tracking app that is functional and highly engaging.

CONTRACT CREATIVE LEAD : RAZORFISH : 2006 - 2009

Created Ford Motor Company and Terra Networks platform that addressed business, brand, marketing and user requirements. Successfully articulated a long-term vision for these brands through design ideation, concept development and creative execution. Performed managerial responsibilities for direct reports and developed staff through effective recruiting, training, and career development and employee evaluations. In addition to creative strategy, other deliverables included design specifications, storyboards, scenarios, and prototypes.

CONTRACT CREATIVE LEAD : SAPIENT CORPORATION : 2006

Collaborated on the long-term vision and lead the near-term execution to realize this vision by building an international platform for UBS Global Wealth Management. Participated in stakeholder interviews and a broad competitive audit that led to the generation of platform concepts and the overall creative direction. Created storyboards, scenarios, and design prototypes for many stages of a user-centered design process, including concept validation, participatory design, and usability testing.

CONTRACT CREATIVE LEAD : FROG DESIGN : 2005 - 2006

Managed the overall creative effort for an online music platform within a new desktop music app by MTV Networks. Conceptualized design solutions, content and functionality that effectively communicated the network brand essence while considering user-centered design principles, complex business requirements and technology constraints. Developed fresh approaches to challenging design problems and conveyed ideas in tangible forms. Other clients included GE and Virgin Mobile.

CONTRACT CREATIVE : VARIOUS AGENCIES & COMPANIES : 1994 - 2005

A complete list of agencies and clients is available on page two.

Résumé continues...

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AGENCY & COMPANY LIST

Arnell Group
Atmosphere/BBDO
Buzz Magazine
CBO Studio
Crispin, Porter & Bogusky
Digitas
Dot-Glu/KBP
E! Online/E! Television
Equinox Fitness
Estylo Magazine
Frog Design
locnNicholson
Los Angeles Magazine
McGarry Bowen
Ogilvy One
Ph.D. Studio
Pittard Sullivan
Purpose Creative
Razorfish
Saigon/Phior
Sapient
Schematic
SimEx Digital Studios
Tarantual/Dentsu
VDO Studio
Victoria's Secret
VSA Partners
Yahoo!

CLIENT LIST

ABC News
American Express
Amway
AOL
Artistic Tile
AT&T Wireless
Chase Bank
Conservation International
Citibank
Crayola
Dermalogica
E! Online
Equinox Fitness Clubs
Ford Motor Co.
FOX
General Electric
Global Mobile
Hennessy
IBM
Intel
Jose Cuervo
Kraft
L'Oreal
LA Magazine
Marriott
Martha Stewart
Motorola
MTV Networks
NBC
Neil Diamond
Nokia
Redken
Revlon
Rockefeller Philanthropy Advisors
Ryder
Seagrams
Sebastian International
Sharp Electronics
Sony Style
Terra Networks
UBS GWM
Unilever
UrbanDaddy
VEVO
Victoria's Secret
Virgin Mobile
Warner Brothers
XM Radio

CREDENTIALS

University Of California, Los Angeles
(B.A., Visual Communication Design)

PROCESS & TOOLS LIST

Agile
Balsamiq
Google Ventures Design Sprint
Illustrator
InDesign
InVision
Keynote
Photoshop
Sketch App
Trello
Waterfall
Zeplin