

Patrick Wong

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Work Samples: iampw.com

EXPERIENCE

Goodby Silverstein & Partners 2012 - 2016

Interactive Producer

- Lead and facilitate the development cycle of all interactive and digital projects, including strategy, design, development, production and delivery of interactive campaigns.
- Work within the Beta Group, Goodby Silverstein & Partners in-house digital resource as group producer and manager. Liaison for trends and current development in digital workspaces including social media.

Clients include: Adobe Systems Inc., Cisco Systems Inc., Golden State Warriors, Comcast/Xfinity, Frito-Lay, Specialized, Seagate, Sonic Drive-In and The Dali Museum.

Associate User Experience Manager

- Collaborate with the creative group, clients, vendors, in-house developers to define product experiences. Tasks include user flows, wireframes, competitive analysis, user testing as well as product and market research.
- Work within the Beta Group, Goodby Silverstein & Partners in-house digital resource. Duties include UX, project management, prototyping, art direction, and copywriting.

Electronic Musician Magazine 2011 - 2012

Keyboard Magazine 2008 - 2012

EQ Magazine 2008 - 2012

Bass Player Magazine 2005 - 2008

Art Director

- Work with editorial team, artist public relations, music labels, and manufacturers to meet deadlines for artwork and editorial content for print and digital publication.
- Part-time writer including artist interviews, product descriptions, and gear reviews.
- Staff photographer for products and artists, including live performances.

- Creative lead on the merger of EQ magazine and Electronic Musician magazine.
- Lead on three redesigns of Keyboard magazine layout, including logo design.
- Lead on two redesigns of Bass Player magazine layout and marketing collateral.

Guitar Player Magazine 2004 - 2005

Assistant Art Director

- Assist art director in the design and layout of magazine.
- Part-time writer for gear reviews and product descriptions.
- Photograph feature products and artist performances.

Keyboard Magazine 2003 - 2004 (Contract)

Art Director

- Design and layout magazine for newsstand and subscriber publication.
- Assist in re-branding of publication including logo design.
- Participate in the research and development of magazine's online entity.

Campolindo High School AUHSD 2001 - 2003

Fine Arts Teacher (Digital Photography)

- Develop and create a course curriculum for the advanced ROP classes.
- Create course materials based on social trends in print and digital media.

Conscium Incorporated 2000 - 2001

Creative Director

- Oversee all design and editorial development within the technology group.
- Create user flows to target case specific scenarios and overall comprehension.
- Work with marketing leads to create industry specific marketing collateral.

CitySearch.com 1996 - 2000

Lead Designer

- Manage production efforts of the design team (40+) to ensure quality standards in design and editorial products.
- Create and facilitate digital media training program for sales representatives.

Other (Contract)

Salesforce.com- Designer/Writer for Marketing/Web Collateral

M-Audio- Graphic Designer

Acoustic Fury Records- Designer, Writer, and Developer

EDUCATION

California State University of Hayward

Bachelor of Arts, Fine and Applied Arts 1994

References available upon request.