

roy-wu.com
roywu@hey.com
+ 1 (917) 880 - 6217

ROY
WU

Art Director
Product, Visual Designer

EDUCATION

2017 07 - 2020 05
Parsons School of Design
MFA Design And Technology

2018 11 - 2020 05
Cornell Tech
Product And Startup

2010 09 - 2014 07
LAFA
BA Graphic Design Fashion Design

SKILLS

SOFTWARE

Sketch
Figma
Principle
Flinto
OmniGraffle
Marvel
InVision
Adobe Suite
Muse
SketchUp
Spark AR

UX

User Research
Affinity Diagram
Persona
User Journey
Wireframing
Prototyping

CODING

HTML, CSS
Processing
Unity
Arduino

ART/MEDIA

Digital Painting
Oil
Watercolor
Charcoal

EMPLOYMENT

2022
P

Verizon

Art Director

- Designed and supervised 10+ dynamic product campaigns per quarter.
- Headed brand collaborations across various industries (Apple Sony Google Walmart Samsung Disney Hulu PlayStation etc)
- Instituted company-wide policy for the standardization and delivery of in-store digital assets.
- Oversaw legacy media/asset upgrades across all product lines to comply with new aesthetic standards and vision
- Coordinated client expectations and deliverables to each agency partner.

2022
03

Gale-Goldman Sachs/Santander

Art Director

- Lead Creative Team for Goldman Sachs Asset Management and Santander.
- Created cohesive and united UI/UX experiences across mobile, web, and desktop platforms. Unified client experience.
- Directed multiple online marketing rebranding campaigns from concept to asset delivery and launch.

2021
03

Publicis Sapient-Mercedes Benz

Senior Product Designer

- Reimagined and modernized both Mercedes Benz and Mercedes Benz Financial Services' mobile and web client experience. While interfacing with all facets of development and launch, the redesign of Mercedes Me and MBFS positioned the Mercedes Benz group as competitive and cutting-edge in customized client experience.

2020
03

ER Studio - Xiao Mi

Lead Designer

- Designed and oversaw the custom fabrication and install of Xiaomi's debut customer experience/takeover in New York City's Grand Central Station. Mirrored physical installation with bespoke digital experience to engage customers unable to visit in person.

2019
09

AUGGI x CORNELL TECH

Creative Director & Technologist

- Presented with the Startup Award NY as Creative Head of visual identity, product design, motion graphics, and marketing collateral.
- Featured in mainstream media including Vogue China, Bazaar China, CNN, NBC, and MIT.

2018
12

BARNEYS NEW YORK

Digital Designer

- Project managed and designed five exclusive campaigns for brand collaborations with Loewe, Thome Browne, Freds, and others. Scope of work and design included web, desktop, social, packaging, email campaigns, marketing campaigns, video editing, and print collateral.

2016
06

JOYN:VISCOM OYN:VISCOM

Junior Graphic Designer

2014

VOGUE

Intern-Vogue China, Beijing

2022
08

Tiffany

UI Design, Campaign, Illustration (Freelancing)

- Further developed Tiffany' s LGBTQ+ messaging and branding in conjunction with New York' s Ali Forney Center for digital experiences during Pride week.

2022
06

La Mer

Lead Designer (Freelancing)

- Rebranded UI/UX for La Mer' s leading online retail outlet T-Mall in China as orders shifted from in-store to online during pandemic. T-Mall remains La Mer' s single largest point of sale in China.

2020
04

Master Card Challenge

- Product, Branding, Campaign and Motion Design

2020
04

Uber Eats Challenge

- Product, Branding, Campaign and Motion Design

2019