



ADRIANNA WONG.

Graphic Designer & Product Designer

adriannawong.com

password: gooddays

916-896-7416

EDUCATION

B.A. Studio Art

California State University Long Beach
2015-2019 | GPA 3.6

Relevant Courses: Typography 1 & 2, Introduction to Graphic Design, Advanced Graphic Design, Advertising, Marketing, Green Marketing, Color Theory, Fiber Pattern Design & Screenprinting

SKILLS



- Typography
- Sketching
- Product Design
- Textile Design
- PMS
- Product Photography
- Microsoft Word & Powerpoint
- Social Media
- Time Management

EXPERIENCE

Savage X Fenty | May 2022-Present

Associate Graphic Designer

- Collaborate with cross-functional teams of apparel designers, product development, and marketing to craft custom logos, prints, and trims, fostering a cohesive brand identity.
- Successfully bridge the gap from concept to production, ensuring seamless execution of design vision.
- Spearheaded the implementation of a Product Lifecycle Management (PLM) system, streamlining design tasks, managing seasonal color palettes, and establishing a comprehensive archive library.

Incipio Brands | March 2020-Present

Associate Product Designer & Technical Designer

- Manage and develop design projects by leveraging market research and trends in conjunction with the creation of original artwork for global retail.
- Initiated and led cross-functional collaboration efforts, resulting in a remarkable 36% increase in revenue.
- Produce high-detail storyboards, mockups, and comprehensive color research to effectively communicate new products and projects for mass market appeal.
- Pioneered the development of Standard Operating Procedures (SOPs) for technical specifications, optimizing efficiency by 25% within the Kate Spade and Coach licensed product lines.
- Conduct extensive research on vendors, sourcing, and emerging technologies to drive innovation and enhance company competitiveness.

Zynet Inc. | July 2019-Jan 2020

Graphic Designer

- Conceived, designed, and developed digital and social communications for versatile use across web, print, and digital media platforms.
- Established a distinctive brand identity through strategic color direction, innovative packaging design, and a comprehensive rebranding of company assets.
- Collaborated closely with the Marketing Director and Social Media Coordinator to design captivating graphics and advertising materials, leading to increased social engagement.

Freelance Graphic Designer | Aug 2015-July 2019

IMAX | Jan 2018 - May 2018

Creative Content Intern

Discovery Inc. | May 2018 - Aug 2018

Digital Media Intern