



Kelly Wang Experience Designer

I use human-centered design to solve problems and connect people with brands.

heykelly.com

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EXPERIENCE

Art Director & Design Intern

BBH NY, June – August 2018

Clients: Grubhub, Seamless, PlayStation, Planned Parenthood

Collaborated in concept pitch decks and research across brands, and assist in design throughout multiple platforms.

Creative Intern

Pentagram and FIT, Dec – Jan 2018

Client: FIT

Commissioned to create visual applications for the future branding of FIT with designers at Pentagram.

Creative Intern

Reflexgroup, May – Aug 2017

Clients: Ferrari, Innisfree, Ralph Lauren, Pantone

Worked closely with designers on UX & UI design to launch a microsite for Ferrari. Pitched concepts and created visual content across multiple beauty brands.

RECOGNITION

MAIP Fellow, The 4A's, 2019

Scholarship Winner, DDB Bill Bernbach Diversity Award, 2018

Gold, The One Club Creative Boot Camp with Possible, 2018

Semifinalist – UX & UI, ADAA by Adobe, 2018

Semifinalist – Branding, ADAA by Adobe, 2018

Shortlist, Youngshits, 2018

Winner, The Barn for BBH NY, 2018

Scholarship Winner, CT&D for Typography, 2018

Scholarship Winner, CT&D for Motion Graphics, 2018

SKILLS

UX & UI Design

Applied Research

Concept Ideation

Journey Mapping

Prototyping

Visual Design

Motion Graphics

TOOLS

Pen + Paper

Adobe CC

Sketch

Principle

InVision Studio

Zeplin

Cinema 4D

EDUCATION

Fashion Institute of Technology

Anticipated Graduation – May 2019

BFA in Advertising Design

AAS in Communication Design

Minor in Creative Technology

Minor in Sustainability and Ethics

EXTRACURRICULAR

Women Who Create – Mentee

Jan 2018 – Current

Organization promoting gender equality and diversity in the advertising industry.

BBDO Concepting Class

Jun – Aug 2018

Participated in an ideation course where new campaign executions were pitched weekly with a copywriter partner.