



**Kelly Wang** Experience Designer  
I connect everyday people with brands by creating meaningful experiences.

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## EXPERIENCE

### Design Intern

Giant Spoon, June – August 2019

Clients: ESPN, USA Today, Synchrony Enterprise

Developed the main visuals for a campaign for ESPN while working closely with art directors. Produced animations, print, social posts, and UX & UI designs for various clients.

### Art Director & Design Intern

BBH NY, June – August 2018

Clients: Grubhub, Seamless, PlayStation, Planned Parenthood

Collaborated in concept pitches and research across brands, and assisted in design throughout multiple platforms.

### Art Director & Design Intern

Reflexgroup, May – Aug 2017

Clients: Ferrari, Ralph Lauren, Pantone, Innisfree

Worked with creative directors on UX & UI design to launch a website for Ferrari. Pitched concepts and developed visual content for Ralph Lauren, Innisfree, and Pantone.

## RECOGNITION

Wood Pencil, D&AD New Blood: Heinz, 2019

1st Place, One Club Young Ones Client Pitch, 2019

Merit, One Club Young Ones ADC: UX/UI, 2019

Merit, One Club Young Ones Brief: Brooks Running, 2019

Best of Show, FIT Senior Ad Show, 2019

Bill Bernbach Diversity Scholarship Award, DDB, 2018

Gold, One Club Creative Boot Camp with Microsoft, 2018

Semifinalist – UX & UI, ADAA by Adobe, 2018

Semifinalist – Branding, ADAA by Adobe, 2018

## SKILLS

Applied Research

Brand Strategy

Concept Ideation

UX & UI Design

Rapid Prototyping

Visual Design

Motion Graphics

## TOOLS

Pen + Paper

Adobe CC

Sketch

Principle

InVision Studio

Procreate

Cinema 4D

## EDUCATION

### Fashion Institute of Technology

May 2019

BFA in Advertising Design

AAS in Communication Design

Minor in Creative Technology

Minor in Sustainability and Ethics

## EXTRACURRICULAR

### The 4A's MAIP Fellow

May 2018 - Current

Fellow of MAIP, a program that places diverse students in advertising agencies.

### Women Who Create – Mentee

Jan 2018 – May 2019

Organization promoting gender equality and diversity in the advertising industry.