

KAKEI (VICKY) CHONG

VISUAL DESIGNER

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WORK EXPERIENCE

One Club & Wieden+Kennedy | Designer

JUL 2020 – SEP 2020, NEW YORK CITY

- Built strategy for the product-launch campaign
- Designed package and visual system to align brand identity
- Created motion graphics and gifs
- Customized slide deck layouts and pitch them to clients

Border X Lab Inc. | Designer

MAY 2017 - MAY 2019, SUNNYVALE, CA & SHANGHAI, CN

- Designed the corporate brand identity and established a design system for social media channels
- Responsible for the social media campaign's design and implementation to reach 25% and user growth
- Designed for merchants and partnership campaign, contribute to monthly sales by the marketing team

City Council Election Campaign | Visual Designer

MAR 2017-MAY 2017, SAN ANTONIO, TX

- Built up candidate's public image and designed campaign branding
- In charge of marketing design, such as print, digital, and photography
- Helped candidate gained 48% of the total votes by developing campaign strategy and reaching out to the 70 households daily

Neighbor Technology Inc. | Designer

SEPT 2016-MAR 2017, SANTA CLARA, CA

- Designed company's brand identity and visual system
- Designed and promoted various offline events throughout the SF Bay Area, achieving a 54% growth rate in social media and 27.5% increase in website traffic
- Redesigned company website through identifying user behavior on Google Analytics, which resulted in 7% of App downloads
- Conducted product testing before each release, ensured smooth deployment and decrease in QA overtime hours
- Grew DAU base by 10% every week through strategic campaigns such as social media, negotiated local partnerships, email campaigns, and sponsored events

AdStage | Design Intern

DEC 2015-MAY 2016, SANTA FRANCISCO, CA

- Designed and created website interface based on user experience research that maintained brand image, while presenting innovative concepts, resulting in increased time duration spent by three minutes
- Translated wireframes to designs using HubL, which saved 16 work hours for the front-end engineer
- Performed design A/B testing on landing pages to optimize conversion and resulted in website traffic increased by 5%
- Designed and engaged 10k subscribers through weekly email campaign and blog posts, resulting in 1.5% click-through rate

EDUCATION

School of Visual Arts | MFA

FALL 2019 – PRESENT

Master of Fine Art (MFA)

University of San Francisco | BBA

AUGUST 2012 – MAY 2016

Bachelor of Business Administration (BBA)
Graphic Design Minor

RECOGNITION

Student Showcase 2021

COMMUNICATION ARTS INTERACTIVE ANNUAL 27

Alumni Scholarship Awards

SCHOOL OF VISUAL ARTS | FEB 2021

100 Design of the Year

AWARD 360° | DEC 2020

Featured design- Avec Package & Stamp4rts

MINDSPARKLE MAG | NOV 2020

Featured Designer

THE ONE CLUB | OCT 2020

PrintMag- Design Inspiration

PRINTMAG | AUG 2020

Young Ones ADC Merit- Design for Good (Stamp for Art & Reward Performers NYC)

THE ONE CLUB | APR 2020

Inspiring Infinity Exhibition

K11 MALL | 2019

SKILLS

Core Competencies

Branding Strategy
Communication
Social Campaign
Project Management
Motion Graphic

Software Skill

Interaction Design (Figma, XD, Sketch)
Cinema 4D
Adobe Suite (AE, XD, AI, PS, ID, PR)
Front-end coding (HTML, CSS, P5.JS)

Personal Skill

Filming & Editing
Photography
Bilingual (Mandarin, Cantonese)