

GINNY WANG

ginnywwang@gmail.com

ginnydesign.com

SOFTWARE

- Figma and Figjam
- Adobe Creative Cloud:
 - InDesign
 - Illustrator
 - Photoshop
 - After Effects
 - Lightroom
- Microsoft Suite:
 - PowerPoint
 - Word
- Keynote

SPECIALTY

Brand identity
Brand system design
Web design
Motion graphics
Art direction
Creative direction
Illustration
Iconography

CLIENTS

Apple, Google, Facebook, AT&T, Zocdoc, McAfee Corp, Thrivent, BOTOX Cosmetic, JUVÉDERM, Allergan Aesthetics, Hilton Hotels, Khan Academy, Willis Towers Watson, Lexmark, Anivive Lifesciences, and more.

EDUCATION

Academy of Art University
MFA in graphic design

U.C. Irvine
BA in cognitive psychology,
sociology and photography

Eligible to work in the U.S.

Freelance Design

New York, NY | Oct. 2023–Present

I've freelanced for various agencies including Prophet and The Working Assembly. I've directed national out-of-home campaigns, art directed multiple photoshoots and led various design projects across four major product lines under Allergan Aesthetics.

Associate Creative Director

Zocdoc | New York, NY | Sept. 2021–Mar. 2023

- Led and developed the Zocdoc brand identity, steering the internal design team through a successful brand refresh.
- Oversaw a team of three graphic designers, advocated for and promoted one to a senior role and successfully recruited and hired one staff designer. Demonstrated adept project management skills, including effective design direction of both in-house designers and external contractors.
- Built strong partnerships across teams with Product Design, Product, Brand Strategy, CRM, Communication, and Social Media. Collaborated closely with the marketing team, which forged connections to visually bring marketing strategies to life and drive business growth.
- Led various high-touch marketing campaign projects, overseeing the development of website landing pages, UX/UI experiences, and advertising commercials. Simultaneously, focused on optimizing the site for enhanced conversions and user experience.

I am proud to have spearheaded the comprehensive Zocdoc brand refresh for patient and healthcare provider channels. I managed external agencies, guided internal design, crafted briefs, directed illustrations, prototyped experiences, presented to stakeholders, and ultimately launched the brand refresh across internal and external channels.

Design Director

Prophet | New York, NY | Jan. 2020–Aug. 2021

- Directed and designed brand identities for Office Depot and Allergan Aesthetics, showcasing relentless attention to detail and an enthusiastic commitment to brand stewardship.
- Presented to C-suite level executives and collaborated closely with clients to articulate their brand strategy.
- Collaborated with strategy and copy directors to transform strategic thinking into compelling design directions.

Distinguished projects in my portfolio involve spearheading the development and launch of a beauty and aesthetics pharmaceutical brand. In this capacity, I took charge of directing videos, website construction, and providing comprehensive training to the global client team.

Senior Designer

Moving Brands | New York, NY | Dec. 2014–Nov. 2019

- Conceptualized and built scalable brand identities and campaigns for medium to large B2B and B2C clients.
- Created brand systems, designed presentation materials, authored guidelines, and delivered asset libraries and toolkits.

Led a nation-wide annual educational campaign for Khan Academy, activating 23,000 teachers and 975,000 students in just three months.