

# Ginny Wang

A multidisciplinary creative who collaborates with teams and clients to design dynamic brand systems and experiences.

## Contact

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[ginnydesign.com](http://ginnydesign.com)

## Education

Academy of Art University  
MFA in graphic design  
Graduation 2014

U.C. Irvine  
BA in cognitive psychology  
Graduation 2008

## Skills

InDesign  
Illustrator  
Photoshop  
After Effects  
Lightroom  
Bridge  
Cinema 4D  
Sketch  
PowerPoint  
Microsoft Word  
Keynote  
Basic CSS/HTML  
Photography  
Production

12.2014 **Moving Brands**  
11.2019 Senior designer · New York, NY

From start to finish, worked with clients and their design teams to make customized brand experiences. Produced visuals and creative ideas for new business pitches. Researched the client's competitive landscape. Organized and produced workshop exercises with clients to define their brand needs. Designed logos, created brand systems, authored brand guidelines, and produced final artwork.

Notable projects include an educational non-profit campaign activating 23,000 teachers and 975,000 students. Designed an iconography system to distinguish and identify 70+ internal product lines.

Internal to Moving Brands, facilitated brainstorming with teammates from diverse non-design backgrounds across the London, New York, and San Francisco studios. Recruited and interviewed new talent for the New York studio. Managed and ran the internship program to hire and mentor young designers.

08.2014 **And Partners**  
12.2014 Senior designer · New York, NY

Designed the identity and branding system for a luxury condominium building. Conceptualized and built marketing materials for clients to use in their sales offices. Designed a custom type treatment for the interior of a client's private residence. Made wireframes, mockups, and infographics for clients' websites and sales materials.

07.2013 **IDEO.org**  
03.2014 Freelance designer · San Francisco, CA

Designed an interactive exhibition piece for an international conference in Ethiopia. Assisted with writing and designing brand guidelines for a non-profit organization in the DR Congo. Directed the fundraising video for IDEO.org's annual fundraising campaign; designed and produced gifts for the campaign's donors. Supported the core team with the design assets for presentational and promotional needs.

## Clients

Apple · Google · Facebook · IBM IX · Khan Academy · Willis Towers Watson · Optimizely · Lexmark · Progress · Nuance · Wondershare Technology · Anivive Lifesciences · Douglas Elliman · The William and Flora Hewlett foundation