

ANNIE HONG

Visual Designer/Art Director

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Experience

CÉCRED, SENIOR BRAND DESIGNER

03.24—Present | West Hollywood

Defined visual language for all digital channels post launch.

VEGAMOUR, BRAND DESIGNER

12.21—07.23 | Los Angeles, California

Product launches, campaigns, photoshoots, brand guidelines, presentation decks, digital and print assets for Vegamour DTC, Sephora.com, Sephora retail, and Amazon.com.

FLIPBOARD, COMMUNICATIONS DESIGNER

08.21—10.21 | Los Angeles, California

Create creative collateral for brand + marketing initiatives such as app announcements, podcast, email marketing, etc. Assist product design team on information architecture projects.

WESTFIELD, ART DIRECTOR

02.20—04.20 | Century City, California

Highly seasonal work with an appeal to a wide audience. Focused on utility and visibility: billboards, barricades, advertisements, etc. Created templates for mass production at speed.

GATES CREATIVE, SENIOR ART DIRECTOR

07.19—12.19 | Los Angeles, California

Full-service creative agency for well-known beauty and retail clients. Concepted and created presentations that pitched the “big idea.” Projects included product launches, brand launches, rebrands, campaigns, strategy, and Sephora visual merchandising.

Clients: Biossance, Boscia, Dr. Jart, Josie Maran, Old Navy, Rare Beauty, Skin Medica

BEAUTYCOUNTER, SENIOR ART DIRECTOR

01.19—07.19 | Santa Monica, California

Concepted digital campaigns for e-commerce promotions. Managed and delivered web and social assets at scale, volume, and speed to market.

ALO YOGA, ART DIRECTOR

04.17—10.18 | Commerce, California

Joined the creative and marketing team to build, define, and grow brand awareness of this high-end and trendy activewear label. Built and oversaw a team of graphic designers that created all digital, social, print, retail, special events, and other deliverables.

CLIQUE MEDIA GROUP, EDITORIAL ART DIRECTOR

08.15—04.17 | West Hollywood, California

Focused on driving traffic to these digital-only, editorial brands for audience: Who What Wear (street style + fashion), Byrdie (beauty + wellness), and MyDomaine (home decor + recipes).

Expertise

- 360° Art Direction
- Pre, Post Production
- Photography Direction
- Retouching Direction
- Branding, Brand Guidelines
- E-commerce
- E-mail Promo Marketing
- Visual Merchandising Design
- Print Marketing
- Presentation Design
- Editorial Design
- Social, Marketing Strategy
- Digital Photography

Programs

- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe Illustrator
- Adobe XD
- Figma
- Sketch
- Google Slides
- Keynote
- Monday
- Asana

Education

Pratt Institute,
Brooklyn, New York

- BFA in Communication Design