

TIM WONG

DESIGN LEAD

Experienced design leader for 20+ years, recently in AI/ML start-ups. Passionate about design, collaborating with cross-functional teams, and making measureable contributions.

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TimWongDesign.com

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TIM WONG DESIGN DESIGN LEAD

JUNE 2022 – CURRENT

Design consultant for companies focused on Artificial Intelligence and emerging technologies

- Designed the website for Kaiber.ai, a startup using AI to create music videos for musicians and artists
- Working with stealth startups on strategic vision and tactical implementation
- Involved in direction and implementation of large-scale marketing campaigns and environmental spaces

PRONTO TECHNOLOGY HEAD OF DESIGN

SEP 2021 – MAY 2022

I collaborated with the Marketing Director and CEO to develop the brand, implement sales-boosting systems and increase product awareness and adoption.

- First designer brought on board for Silicon Valley seed-stage SaaS startup, in charge of the entire department.
- As part of the Leadership Team, actively participated in making strategic decisions regarding key priorities, impactful campaigns, and overarching goals.
- In half a year: webinar sign-ups up 5x, noticed by Gartner, online followers grew 245%, newsletter launched with 32% open rate, and 5 thought leadership pieces published.
- Boosted media coverage by 1050% in top trade mags, secured 7x more yearly awards for company.

VIV LABS/SAMSUNG SENIOR PRODUCT DESIGNER II

AUG 2017 – MAY 2021

I worked on the product design and user experience for Bixby, Samsung's AI voice assistant, which spans all their devices and services.

- Worked with partners (Yelp, Uber, Spotify, and others) and product leads on designing end-to-end experiences within the core product platform
- Partnered with conversation designers and writers on voice interactions
- Worked closely with engineering and product development to align on product deliverables and platforms
- Design lead on the Bixby design system across Samsung devices
- Led weekly design thinking and implementation reviews with the VP of Product

FACEBOOK ART DIRECTOR

AUG 2015 – JUNE 2017

Art Director on the Global Marketing and Ads team focusing on creating design solutions that enable businesses to optimize their presence on the web.

- Collaborated with design agencies on the redesign of the Facebook for Business site
- Re-designed Facebook Blueprint (Facebook's learning management and certification SaaS program)

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SAMSUNG MOBILE INNOVATION LAB SENIOR PRODUCT DESIGNER

AUG 2014 – AUG 2015

As a Senior Product Designer, I led projects focused on next-gen hardware and software.

- Designed future-facing, interaction design prototypes for Internet of Things and Samsung devices and applications
- Presented storyboards of solutions and products (including new hardware) to VPs and stakeholders in Korea and US branches.

GOOGLE ART DIRECTOR

JUNE 2010 – JUL 2015

I was the first in-house designer in the engineering group responsible for developing sites for all of Google's products and services.

- Worked hands-on with the in-house team of engineers to design and collaborate on all product marketing sites
- Worked cross-functionally with marketing and product teams to launch core products, including Google Ads, Nexus, Android, Google Pay, and Google Play
- Photographed hardware including tablets, phones, and Chromebooks, used in marketing sites, events, and collateral
- Provided art direction to creative agencies on product campaigns, strategy, and development

ADOBE ART DIRECTOR/CREATIVE SUITE

FEB 2008 – JAN 2010

- Led the user experience design of the Creative Suite 4 and 5 websites
- Collaborated with cross-functional teams including product producers, information architects, content strategy, engineering, and user research
- Created marketing assets including 3D models, illustrations, and interaction design

FROG DESIGN SENIOR DESIGNER

JAN 2006 – FEB 2008

Frog design is a global creative agency that provides companies with innovative digital experiences and industrial design. The company is well known for its industry-leading insights, interactive design, thought leadership.

- Designed websites for Fortune 500 companies and startups
- Worked with clients on branding and led problem solving workshops
- Partnered with industrial design on digital interfaces for emerging hardware technologies, smart phones, social networking clients, AR experiences, e-commerce solutions, and supply-chain management.

PREVIOUS WORK EXPERIENCE

To view past companies and experience you can visit my portfolio site at timwongdesign.com or [linkedin.com/in/tim-wong-design](https://www.linkedin.com/in/tim-wong-design).

EDUCATION

Bachelor's of Science, Visual Communications

DESIGN SOFTWARE

Sketch
Figma
Adobe Illustrator

Adobe After Effects/Premier
Adobe Indesign
Adobe Photoshop

Final Cut Pro
DaVinci Resolve
InVision Design