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PAN WONG

Online portfolio: <http://www.creativehotlist.com/Profile/pwong1>

RESUME

OBJECTIVE: To find a position in Marketing & Communication that will allow me to use my range of design and production skills

QUALIFICATIONS:

- Exceptional creative skills and marketing knowledge
- Excellent organizational, communication, analytical and problem-solving skills
- Proficient in translating corporate identity principles into communication materials that are creative and consistent
- Extensive experience in print production processes with a keen eye for details
- In-depth knowledge of direct mail, including data, laser, lettershop and Canada Post regulations
- Experienced in design of print/web materials from concept through production
- In-depth knowledge of typography, colour, layout and print production
- Able to work well under pressure and meet strict deadlines
- Capable of working efficiently in a team setting or independently

EDUCATION: **Bachelor of Fine Art in Graphic Design (BFA)**
2006
Academy of Art University, San Francisco, CA. USA

TECHNICAL SKILLS:

Desktop Publishing
Graphic
Production

- Easy catalogue / InDesign / Pagemaker / Prinergy Evo / Prinergy Virtual Proofing
- Photoshop / Illustrator / Acrobat / Barcode Generator / Command Work Station
- Offset Printing / Digital Printing / Screening Printing / CTP / FTP / P.O.P. Displays

PROFESSIONAL EXPERIENCE:

G Adventures
(Toronto, ON)
Key Responsibilities

Branding/Production Artist (Inhouse)
July 2016-Present

- Manage G Adventures in-house travel brands and their allied partnerships, including but not limited to National Geographic, Active and goXplore globally
- Participate in process of translating English content effectively into German with nine versions and currencies
- Develop, evolve, and ensure consistent execution from photo editors to digital imaging specialists for retouch and preparation for placement in layouts
- Create brochures and cover design, information design, making complex data clear with charts, maps, graphs, diagrams and proofreading
- Coordinate between design and partnership brands, photo departments, and copy editing department
- Manage files from raw design stage to print-ready
- Ensure all in-house materials meet strict print deadlines

Loblaw Companies Limited
(Mississauga, ON)

Key Responsibilities

Designer/Production Artist

October 2015-June 2016

- Develop effective graphics and ad materials to support Marketing initiatives
- Designing and conceptualizing banner and brand focused national advertising and marketing materials for the business
- Lead projects from concept to final approval
- Ensure integrity of creative concept is kept in focus throughout
- Solve creative and communicative issues based on art director's input
- Ensure creative/concept transfers effectively into French and bilingual versions

BIMM
(Toronto, ON)

Key Responsibilities

Graphic Designer/Production Artist

October 2013-October 2015

- Design new layouts and redesign existing web page layouts to meet requirements
- Identify and address production control and quality issues on marketing and publication materials
- Address issues including design, content, placement and publication of print and web materials
- Guide and assist graphic artists in creating error-free printable files
- Communicate between graphic artist, account team and press operator
- Train co-workers on print flow and programs

Prodesign Solutions
(Toronto, ON)

Key Responsibilities

Designer/Production Artist

April 2012-October 2013

- Ensure integrity of files supplied
- Check specification sheets, tags for file type, proofs and special requests
- Provide complete print solutions including but not limited to Digital Printing, Large Format Screen Printing, (including white), Plastic Displays, Window Decals and P.O.P. Printing (corrugate, Styrene, PVC, etc.)

Beneco Packaging
(Mississauga, ON)

Key Responsibilities

Prepress Manager

September 2011-April 2012

- Participate in the strategic planning of internal and client projects, including reviewing research materials and conducting field research
- Source and manage the supply of outside services, create Epson/HP proofs, UPC codes, ink order, plates order, paper order, etc.
- Address and manage quality and production control issues on marketing and publication materials

Porter Airlines
(Toronto, ON)

Key Responsibilities

Marketing/Graphic Designer

December 2009-April 2011

- Develop, evolve, and ensure consistent execution of the visual identity within the brand framework and style guide requirements
- Create and produce assigned projects for print and electronic marketing /communication services, including newsletters, brochures, posters, invitations, sales sheets, signage, banners, media kits, magazines, trade show materials, presentations and proposals, etc. (English/French)

References available upon request