

# JUDY WONG

CREATIVE ART DIRECTION

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## EXPERIENCE:

**Self Employed Freelancer | Creative Director | ACD | Sr Art Director | New York, NY | 1/2019 – Current**

- Hands-on art direction from concept to finish with integrated 360 across channels, media and markets.
- Lots of film, video, photo experience with keen aesthetic sensibility, big picture leadership, A+ mentorship.

NARS Cosmetics | Remote | 3/2022–11/2022 (8 months)

**Freelance Sr Art Director | NARS International Content**

DeVries Global | New York, NY | 7/2019-9/2019, 11/2019-3/2020 (6 months)

**Freelance Creative Director | Aussie Haircare EComm Videos | Secret Deodorant GIFs | new business pitches**

Beauty@Gotham | New York, NY | 2011 – 2018

**Group Creative Director | Maybelline NY | Global & Asia**

- Creative leadership and mentorship for the #1 global cosmetics brand in the US, Europe, Asia markets.
- Managed the entire creative process of global 360 campaigns: concept, design, shoot prep, shoot collaboration with director/photographer, vanities (styling/hair/makeup), props/set designers and locations, retouching, film editing, film transfer/color correct, post animation, post cleanup, final layout/retouching/mechanical.
- In depth understanding of a giant global brand with geographic and cultural differences across countries in North America, South America, Europe, Eastern Europe, Africa, Asia, South East Asia.
- Highly traveled to manage shoots abroad (Argentina, Brazil, Canada, China, Hong Kong, Taiwan, Thailand).
- Extensive experience with senior clients, sister agencies, vendors, global models and celebrities.

**RECOGNITION:** In a two years period, guided the transformation of Maybelline Asia's advertising creative aesthetics from lagging levels to the integrity of Maybelline NY's global standard level.

Gotham Inc. | New York, NY | 2006 – 2011

**Creative Director | Maybelline NY | Global**

- Leadership and mentorship for creative team of senior level, mid-level, junior level art directors and designers.
- Hands-on lead for the entire creative process: concept, design, shoot prep, shoot collaboration with director/photographer/vanities, retouching, film edit, film transfer/color correct, post animation & post cleanup, final layout, retouching, mechanical.
- Worked closely with senior clients, vendors, agency departments, global models and celebrities.
- Hands-on with new business pitches.

**RECOGNITION:** AME awards winning advertising for Define-A-Lash Mascaras & Mineral Power Foundations.

McCann-Erickson | New York, NY | 1999 – 2006

**VP Associate Creative Director | L'Oréal Paris | Global**

- Responsible for global television and print campaigns: creative concepts, shoot preps, shoot collaborations with directors/photographers/vanities, post production editing/animating/retouching and final materials delivery.
- Handled all categories of cosmetics (lip, eye, face, season trends, special events), skincare, hair care, hair color.
- Worked closely with clients and celebrities, including Beyoncé, Jessica Alba, Milla Jovovich, Eva Longoria, Heather Locklear, Andie MacDowell, Vanessa Williams, Virginie Ledoyen, Laetitia Casta, Natalia Vodianova

**RECOGNITION:** Original creator & executor of advertising launch campaigns for True Match Foundation, Powder, & entire franchise. Also designed the 1st True Match bottle packaging which remained in market for 14+ yrs.

## EDUCATION:

- Binghamton University | School of Management | Bachelor of Science Degree | Business Marketing Management
- Fashion Institute of Technology | Associate in Applied Science Degree & Upper Division | Advertising Design
- School of Visual Arts | Continued Ed | Advertising Design Concept
- CourseHorse | Digital Courses | Digital Marketing & Social Media Marketing Updates

## SKILLS/HOBBIES:

Adobe Creative Suite | Microsoft Word, Excel, PowerPoint | Trade Stocks | Amazon 3<sup>rd</sup> Party Seller