

Wendy Wen / MEDIA CREATIVE & BRANDING

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FREELANCE CLIENTS

Interbrand / 2011

New York, NY Brand collateral and design guidelines development for Humana, a health insurance company providing a multitude of diverse products and services.

H4B Chelsea / 2011

New York, NY Logo ideation for pharmaceutical products.

GlaxoSmithKline / 2010-2011

Clifton, NJ Primary, secondary and tertiary packaging re-designs for global pharmaceutical brands.

Flint / 2010-2011

New York, NY Logo and brand package development for Komar, one of the largest intimate and lifestyle wear companies in the US. Collaborate in branding for new pitch projects.

The Scar Project / 2010-2011

New York, NY Book design. Photographer, David Jay developed an awareness raising campaign to educate and bring a voice to young women with breast cancer. It was recently nominated for a Pulitzer Prize in Featured Photography.

Qi Habitats / 2010

New York, NY Developed a logo and branding system for a new creative studio integrating architecture, interior design, and real estate development.

Chad Lavigne / 2010

New York, NY Developed branding book for a new pitch project. Developed packaging concepts for a new fragrance directed towards young women.

Johns Hopkins Medicine / DDB[®] / 2009-2010

Baltimore, MD and New York, NY Branding package for The Johns Hopkins Prostate Cancer Team.

Trueque Creativo / La Universidad del Azuay / 2009

Cuenca, Ecuador Collaborated with Trueque Creativo, a foundation supporting creative endeavors between artists and design professionals with businesses, organizations and governments. Instrumental in developing class and course structure for design sponsored workshops. Art directed and designed preliminary branding collateral for foundation. Volunteer instructor for a 1-week intensive design workshop on branding.

The Healing of the Nations Foundation / 2009

New York, NY Logo and identity system.

Harpo Films / 2009

Beverly Hills, CA Logo ideation to refresh company brand.

The Magnolia Company / 2008-2009

Barberville, FL Developed logo system for the parent company and its satellite business units specializing in horticultural goods. Designed annual national wholesale catalogues and consulted on marketing new product developments.

Badger & Partners / 2008

New York, NY Collaborated in branding for new pitch projects.

LoyalKaspar / 2008-Present

New York, NY Logo ideation for network branding pitches. Collaborated in logo development for Disney XD; a television show for action-loving kids ages 6 to 14.

Studio Q / 2008

Bangkok, Thailand Restaurant branding concepts for Favola, a series of Italian restaurants for Le Méridien's Asian market. Le Méridien is a division of Starwood Hotels & Resorts.

República / 2007

Miami, FL Developed strategies and conceptualized branding for the identity repositioning of the downtown Miami area for the Miami Downtown Development Authority.

TAG Creative / 2007-Present

New York, NY Develop strategies, conceptualize and design marketing and branding on a multi-medium platform for companies in beauty, real estate, consumer goods and hospitality.

Clients: L'Oréal, Maybelline, Rockrose, The Aphorp/Prudential Douglas Elliman, The Marketing Directors, TimexGroup, Berjé, Xavier Flouret Wines and Abigail Michaels Concierge.

DavidReinhard Events / 2004-Present

New York, NY Conceptualized and designed a flexible media kit for a company specializing in planning events and weddings.

Soolip, Inc. / 2001-Present

Los Angeles, CA Consultant and designer in conceptualizing new media, product development, advertising, marketing, and packaging.

DESIGN PROJECTS

Alfred Stadler Life Style / 2010-Present

New York, NY Development a line of 100% wool felt bags and soft goods. Consultant and art director for the company's branding and marketing initiatives.

Poke / Soolip Paperie & Press / 2001-2005

Los Angeles, CA Created a line of die-cut and letterpressed greeting cards and invitations using Hahnemühle fine art paper.

WORK EXPERIENCE

@radical.media / Art Director, Media & Entertainment / 1999-2007

New York, NY Art directed and designed for the multi-disciplinary design department. Projects ranged from web, interactive, motion, print and packaging. Responsibilities included managing and directing a team of three full-time designers; staffing freelance designers, animators and programmers; maintaining client relations for ongoing design department projects.

Clients: ONE.org; The City of New York; Sundance Channel; Mayor's Office of Film, Theatre and Broadcasting; Nike; John Hardy; Johnson & Johnson; The Rockwell Group, The George Harrison Family and The Material World Charitable Foundation.

Studio Morris / Graphic Designer / 1999

New York, NY Art directed and designed 48-page sponsor annual for The Coalition for the Homeless.

The Valentine Group / Graphic Designer / 1998-99

New York, NY Collaborated in designing logo and content and department layouts for *RealSimple* magazine.

Fashion Stylist / 1990-95

New York, NY Selected and coordinated all elements used in the creation of visual narratives within fashion and interior environments for magazine editorials, advertising, catalogues and television commercials.

Clients: Estée Lauder, Bergdorf Goodman, Neiman Marcus, Town & Country, Bill Blass, New Woman, Avon, Clairol, Pantene.

Taxi Magazine / Associate Fashion Editor / 1986-90

New York, NY Assisted Fashion Director in all aspects of editorial development. Conceptualized story ideas, produced and styled fashion photo shoots. Hired and directed photographers, models, and hair and makeup stylists.

GROUP RECOGNITIONS

The Cooper Hewitt National Design Awards / @radical.media / 2004
IDEA *Business Week Magazine* / Gold / @radical.media / 2003
IDEA *Business Week Magazine* / Bronze / @radical.media / 2002
WebAward / Outstanding / @radical.media / 2002
ONE Show Interactive / Bronze Award / 2000

PUBLICATIONS AND PRESS

Communication Arts, PRINT, Graphis, How Magazine,
1000 Graphic Elements published by Rockport,
Designer's Self Promotion published by HBI,
Logo Design That Works published by Rockport.

Poke for Soolip Paperie & Press cards and invitations featured
in Bon Appétit, InStyle, Martha Stewart Living, and RealSimple.

EDUCATION

Art Center College of Design, Pasadena, CA
Art Center Europe, La Tour-de-Peilz, Switzerland
Bachelor of Fine Arts, Graphic and Packaging Design / 1998

Fashion Institute of Technology, New York, NY
Continuing Education, Advertising and Journalism / 1986-87

European Center of Business Studies, Rome, Italy
Certificate in Fashion Merchandising / 1985-86

University of Washington, Seattle, WA
Liberal Arts Studies / 1983-85

SKILLS

Macintosh literate: Adobe CS5
Offset Print Management, Letterpress, Bookbinding.