

# Patrick Michael Wong

Lafayette, CA

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## WORK SUMMARY:

Being trained in fine arts and acquiring over a decade of art and design work experience I have established myself as an artist/designer with many skills. I have found that my managerial opportunities allowed me to take communication and leadership experience further and into teaching, which in turn taught me how to communicate beyond design and reach people on many different levels. By taking a sidestep from design as a primary focus I was able to leap forward in my education and skill sets. Working directly with people and the impact of their surroundings on a daily basis I was able to more understand visual communication whether it was a simple sign placement to a one on one conversation. I have always prided myself on my work ethic to accomplish my goals, doing what I do well and doing everything possible to learn what I cannot do.

## EXPERIENCE:

### Bass Player Magazine

A CMP Media Company, San Mateo, CA.- November 2005- present

[www.guitarplayer.com](http://www.guitarplayer.com)

#### Art Director

**Responsibilities:** Design and layout Bass Player, a monthly nationwide magazine for newsstand and subscriber publication. Assist and supervise all photo shoots pertaining to Bass Player magazine. Hands on work in photo editing, color correcting, and file preparation for prepress. Assist web editor with any/all graphic material for print to web transition. Work closely with Editors to insure best possible communication between artwork and editorial.

**Other Duties:** Take on staff photography duties (when needed) for magazine, including product photography, concert/live photos, and Artist photo shoots.

### Guitar Player Magazine

A CMP Media Company, San Mateo, CA.- October 2004- November 2005

[www.guitarplayer.com](http://www.guitarplayer.com)

#### Designer

**Responsibilities:** Design and layout Guitar Player, a monthly nationwide magazine for newsstand and subscriber publication. Assist and supervise (when needed) all photo shoots. Hands on work in photo editing, color correcting, and file preparation for prepress.

Design and layout Frets, a quarterly full color magazine for newsstand and subscriber publication. Design and layout all sundry projects- a supplemental publication for special offerings and editorial subjects. Assist web editor with any/all graphic material for print to web transition. Work closely with Art Director to insure smooth workflow and meeting tight deadlines.

**Other Duties:** Acting Art Director as needed. Assist other publications within the Music Player Network- Keyboard Magazine, Bass Player Magazine, EQ Magazine, as well as other associated sundry publications and marketing material.

Took on leading roll in product photography and covered any events that benefited from photojournalism. Worked closely with Staff Photographer and all Art Directors within the Music Player Network to continually progress in skills and talents involving design and print media. Have also written various music and performer reviews.

### Guitar Player Magazine

A CMP Information Company, San Mateo, CA.- Aug.- Sept. 2004

[www.guitarplayer.com](http://www.guitarplayer.com)

#### Assistant Art Director (2 month- contract position).

**Responsibilities:** Design and layout Guitar Player, a monthly full color magazine for newsstand and subscriber publication.

### Keyboard Magazine

A CMP Information Company, San Mateo, CA.- July-Sept. 2004

[www.keyboardmag.com](http://www.keyboardmag.com)

#### Assistant Art Director (4 month- contract position).

**Responsibilities:** Design and layout a monthly nationwide magazine for newsstand and subscriber publication.

**Other Duties:** Design and produce various marketing collateral for all publications in the Music Player Network.

### Lava Designs

Pasadena, CA.- April 2004

[www.lava-designs.com](http://www.lava-designs.com)

**Designer- Marketing/Web (contract position).**

**Responsibilities:** Critiqued and consulted on online and offline advertising, web page design, online portfolio, and interface usability.

**Touchstone Climbing & Fitness Incorporated**

Concord, CA.- July 2002 to January 2004

[www.touchstoneclimbing.com](http://www.touchstoneclimbing.com)

**General Manager** - Promoted May 2003.

**Responsibilities:** Oversee all operations including desk staff, staff instructors, program instructors, and maintenance crew. Develop and campaign a strategy to increase volume usage of facility. Create and develop various new programs to maintain high retention levels among members and guests.

**Other Duties:** Design and produce onsite marketing and advertising for location. Create various marketing ads (including online application, posters and other print material) for all Touchstone Inc. locations. Act as promotions representative for facility and Touchstone Climbing and Fitness Incorporated.

**Staff Instructor**

**Responsibilities:** Instruct on the proper use of sport and lead climbing equipment. Provide members with on-staff instruction including clinics, single session intensive training, and private lessons. Front Desk operations including tours, member assistance, retail goods, and ensuring a safe environment.

**Other Duties:** Develop and lead a teen after school program to provide an effective and stimulating learning environment that will motivate its members. The focus of the program was to promote self-motivation and personal growth through rock climbing and other activities in the industry. This included serious training disciplines to progress their climbing skills, and introduce them to competitions and tournaments.

**Totality Corporation**

San Francisco, CA - June 2002

[www.totality.com](http://www.totality.com)

**Designer – Corporate Website (contract position)**

**Responsibilities:** Developed and built corporate website for infrastructure management company. Created a series of design ideas which implemented corporate branding. Worked closely with the marketing department to develop the ideal look the company desired.

**Acalanes Union High School District**

Lafayette, CA.- November 2001 to June 2003

[www.acalanes.k12.ca.us](http://www.acalanes.k12.ca.us)

**Fine Arts Teacher (ROP Contract Position) - Advanced Digital Photography**

**Responsibilities:** Created and developed a course curriculum for an advanced ROP class. Developed all course materials aimed to utilize student knowledge, creativity and innovation. Maintained accurate records appropriate to the teaching assignments. Submit required academic reports, including student grades and attendance history.

**Substitute Teacher (ongoing)**

**Responsibilities:** Followed teaching assignment and course of study assigned by teacher on leave. Submit required academic reports, including student grades and attendance history.

**Salesforce.com**

San Francisco, CA.- April 2001

[www.salesforce.com](http://www.salesforce.com)

**Designer- Marketing/Web (contract position).**

**Responsibilities:** Critiqued and consulted on online and offline advertising, web page design and interface usability. Created various marketing collateral including: animated banner ads (GIFs and Flash), HTML newsletters, web-centric layouts, email blasts, mailers and other print advertisements.

**Bowne Incorporated**

Dublin, CA.- February 2001 to April 2001

[www.bowne.com](http://www.bowne.com)

**Usability Critique (contract position)**

**Responsibilities:** Reviewed existing website and web application verticals. Analyzed all elements of sites: layout, navigation, hierarchy, and priority of content; corporate branding, co-branding, and use of color. Developed a color palette to maintain corporate identity across all verticals. Produced a guideline in which changes can be implemented to ensure consistency through out the sites during revisions. Conducted usability and acceptance sessions to ensure quality.

**Conscium Incorporated**

San Francisco, CA.- January 2000 to February 2001

[www.conscium.com](http://www.conscium.com) [www.financialprinter.com](http://www.financialprinter.com) [www.lexengine.net](http://www.lexengine.net)

**Creative Director – Technology Team**

**Responsibilities:** Led all design development within the technology group. Developed, designed and

implemented a graphical user interface for two service verticals, financialprinter.com and lexengine.net. Designed and produced a corporate website for all three entities. Created user interaction sequences to target specific user orientation and overall web usability. Built application prototypes in HTML.

Led internal and external focus groups directed at application functionality, including web usability forums and design peer groups. Facilitated visual integration of third party interface(s) to ensure user workflow, visual consistency, and appropriate branding.

**Other Duties:** Built a team of developers to create and maintain all vertical service applications. Collaborated with executive team in creating a corporate identity for all verticals. Worked with the marketing team to provide corporate entity accountability on all digital and print marketing pieces (in association with Michael Patrick Partners- Palo Alto, CA). Scheduled and maintained all web content pushes. Acted as contact person for all corporate-wide design-related issues.

### **CitySearch**

Pasadena, CA.- April 1996 to January 2000

[www.citysearch.com](http://www.citysearch.com)

**Team Lead, Web Design Team** - Promoted May 1999

**Responsibilities:** Managed the daily production efforts of a design team of over forty designers. Organized, planned and implement long-term goals to increase the success of site production. Developed performance initiatives and maintained regular status reports to reflect the results of these initiatives.

Led a training program for sales representatives to help them educate the client on how to define user and object interpretation. Trained new designers on the elements of "look and feel" to better manage customer expectations. Led design instruction sessions on topics related to design on the web. This included: image formats, file size and download time and user experience. Taught basic HTML and web design to customer service representatives in a classroom setting to better assist customer issues.

**Senior Designer, Web Design Team**

**Responsibilities:** Designed and produced individual web sites for clients. Developed layouts, color, and style guidelines for use on client sites. Targeted specific designs and sites for special projects, including banners, bridge pages to other sites, and printed materials.

**Other duties:** Managed workflow to meet deadlines within design team. Member of a brainstorm collective created to ensure the positive morale within the design team, as well as help maintain quality and the direction of the team.

### **AEON Intercultural USA**

Beverly Hills, CA.- November 1995 to February 1996

[www.aeonet.com](http://www.aeonet.com)

**Design Consultant (contract position)**

**Responsibilities:** Created and produced artwork for AEONet, the AEON Corporation of Japan's corporate web site. Designed a series of brochures and recruiting advertisements. Supervised all changes and modifications up to print.

### **SKILLS:**

- ∞ Diverse graphic and fine art education
- ∞ Teaching and group facilitating abilities
- ∞ Excellent communication skills
- ∞ Professional managerial and directorial experience
- ∞ Extensive knowledge of various design software and applications

### **EDUCATION:**

**California State University, Hayward**

Bachelor of Arts degree in Fine and Applied Arts

**Learn iT! Computer training Course (2005)**

Adobe InDesign CS

### **Portfolio and References:**

*Available upon request.*