

Thank you for the opportunity to apply for this position. The term "user experience" has been in my vocabulary as a graphic designer since turning pro. I have a passion for communication, marketing and clear and concise messaging.
My goal: everyone's experience in what I deliver hits the mark!

Currently at beyondconnect based in Berkeley as the Creative Director and CMO/ Partner growing a start up company on social network for scuba divers in the West Coast area. The first 6 months designing marketing collateral and brand identity. Presently establishing a presence on Facebook, Instagram and Twitter. Building the app for smart-phone and tablet media- testing and developing the UI and UX. We are in the first phase sent to the board in a month.

Working at IOCompanies on multiple projects for both subsidiaries: Ironies and OLY brand. I handled the brand identity, advertising and shows and events for the high end companies. I have redesigned their web/e-commerce presence. A complete overhaul of Olystudio.com website to be more e-commerce. Completed redesign of Ironies last month.

My experience at American Lawyer Media, Inc. in their marketing and advertising department trained me in marketing, design and creating collateral for this publishing company in litigation. I was involved with their website's conception. Building banner ads with Photoshop for 2 years for their advertising department.

I am offering marketing and branding expertise, having worked for a Fortune 500 company in Apple, Inc. and being at KPMG, LLC: one of the top four accounting firms in the world. Working at Apple, Inc. in their retail stores I wanted to hone my "people" skills: listening, finding the right solutions— a trait I use as a designer, as a freelance designer, I have juggled client needs, deadlines and mock ups— Life needs to be designed to grow in itself.

I am passionately involved in communication and information technology. I have redesigned OLYstudio.com's e-commerce website. I have created banner ads and have steered designed projects from message to delivered file.

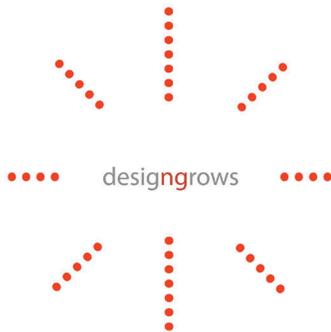
As an accomplished illustrator I have won several awards at the Society of Illustrators; there are very few designers who know how to draw—let alone sketch well. My mantra has always been: image is everything.

References are offered on request.

You can view my portfolio at:
www.designgrows.net

Thank you for the consideration, if you have questions let's try to connect!

Mike Ng



Michael Lee Ng

San Francisco
e/ mike728ng@gmail.com
www.designgrows.net

Creative challenges in communication and visual marketing. Focus on messaging and creating that “wow” factor. An experienced illustrator and typographic enthusiast. I love brand identity and marketing. Paul Rand, Milton Glaser disciple. M&Co zealot. Thinking is 75% of the game.

History of Experience:

beyondconnect blu Berkeley, CA 2016- Present CMO and partner, Creative Director
www.bludiveapp.com

I left IOCompanies to take on more responsibilities and tackle the work at a start up company within the beyondconnect brand called blu. It is a social network we are building in the USA. Starting with marketing with all the stores- we hope to being it full circle by developing an app for divers to use and grow a network. My role was to establish presence on Facebook, Twitter and Instagram. Designing the media kit and currently designing, testing the UI and UX of the app on smartphone and Tablet interface.

IOCompanies Berkeley, CA 2009- 2016 graphic designer
www.olystudio.com www.ironies.com Ironies/OLY

High end furniture company: Ironies and OLY represented by Kneeder-Fauschere in SF and OLY Atelier in NYC. Graphic designer creating catalog, mailers and magazine advertisements. Photo shoots on products; provide tear sheets on products, etc. Using Adobe InDesign, Illustrator and Photoshop to highlight their product line and do all production work for shows and events. Working with printer and publications to provide electronic files for publishing. Redesigned their website from the ground up so that they can enter e-commerce. Delivered electronic art and work for social media and e-blasts. Delivered a second design after 5 years for both Ironies and Oly.

KPMG, LLC San Francisco 2004-2006 senior graphic designer

KPMG, one of the Big Four Auditors in the world, one of the largest global network of professional services firms offering audit, tax and advisory services. Senior graphic designer with an art manager and a team of designers, writers and strategists. As a part of the The Pursuit, Strategy and Proposal Team, we consulted, designed and strategized for partners in the firm pursuing clients of \$1 million dollars and over. Using QuarkXpress, Adobe Illustrator and Photoshop, I created charts, graphs, bound written proposals for delivery and Power Point documents for oral presentations.

Accomplishments:

-Worked on cost cutting kit for proposals that partners and managers could use for quick turn around—stock binders, belly wraps, custom printed on their in house printers and preprinted collateral. I came up with material, design

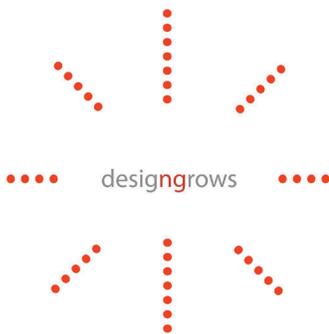
American Lawyer Media, Inc. (ALM) NYC 1999-2004 Art Director, Senior graphic designer

ALM, Inc is a publishing company that publishes legal news, magazines of several fields in litigation, legal market research, and US law and business books. Based in NYC. I was senior graphic designer for the marketing department and later an art director for the book division. Various projects and roles within the company. Providing print media: advertising for magazine, newspaper, mailers and sell sheets, catalogs, book covers for special editions. Electronic art for banner ads. Called upon to manage a staff of one and freelance designers during changes. Worked with Web information, some HTML and CSS.

Accomplishments:

-Consulted on the design of their new website.

-Rebranded one corporate identity to a family of publications under one umbrella: ALM, Inc.



Michael Lee Ng

San Francisco
e/ mike728ng@gmail.com
www.designgrows.net

Contract/Freelance work

Beyondconnect Berkeley, CA 2014- Present

Creative director, Chief Marketing Officer/ Partner

I joined to work on their brand and presence in the network platform. Brand Identity and collateral. Building their first app for conventions and corporate networking. UI and UX analysis while my partner built and coded all the pieces.

tatacommunications Burlingame, CA 2013-2014

Design and production of in-house brochures and sell sheets.

Armanino McKenna LLP San Ramon, CA 2012-2013

Design consultant and production work on 2012 Annual Report for Alameda HealthCare Systems

designgrows.net NYC, SF 1975- Present

As an accomplished illustrator with a style of line work, watercolor, photo collages and painting. My love for drawing, finding dramatics in the broad strokes of a brush and setting the stage to dynamics and movement to all my work.

I have collaborated with editors and art directors creating work for editorial publications, advertising, illustrated portraits for stock, institutional campaigns and story boarding for local animators and film producers. Providing also graphic design pre press and web ready art. Brand Identity is a specialty and passion. Motion graphics in the form of Flash; available as a storyboard and sketch artist, court on the spot illustrator.

Clients: New York Times, CBS Records, IBM, Inc., NY/NJ Port Authority Transit, Grey Advertising, Sports Illustrated, HBJ, and Scholastic, Inc., Sony Entertainment, Inc.

Apple, Inc. Southpoint Store-Durham, NC 2007-2009

As an Apple Specialist in the Southpoint, Durham, NC store. Apple, Inc. ranks #71 of the Fortune 500 companies thanks in part to their marketing sales force and continuing innovative and creative product line. Known for their "Think Different" campaign and quality service and support—specialists help define the solutions that customers want in a computer.

Our store ranked fourth on the list of top ten sellers in the nation, I believe in Apple's marketing philosophy: listen, acknowledge, define the need and creative solutions for your new promoters.

Education: School of Visual Arts Bachelor of Arts BA Design
Parsons The New School for Design Associate of Arts AA Illustration

Expertise in Adobe Creative Suite CS6, drawing and painting skills. Messaging and branding

Michael Lee Ng

San Francisco
e/ mike728ng@gmail.com
www.designgrows.net

