

# Conrad Wong

## Senior Digital Designer · AI Product Designer

San Francisco Bay Area · ConradWong.com · linkedin.com/in/conrad300 · conrad300@gmail.com

### SUMMARY

Senior Digital Designer and AI Product Designer with 20+ years of experience across digital campaigns, product design, and experimentation-driven workflows. Specializes in transforming complex ideas into clear, scalable, and high-performing digital experiences. Brings a strong blend of visual craft, product thinking, and hands-on collaboration to modern, cross-functional teams.

### CORE SKILLS

Digital Design · Product Design · Visual Systems · UX/UI · Motion & Prototyping · Video Editing · Performance Creative · AI-Assisted Design · Experimentation · Cross-Functional Collaboration

### EXPERIENCE

#### Senior Digital Designer (Contract)

— Questus | Sep 2021 – Present

- Design digital creative across social, UAC, and display advertising for multiple client brands
- Translate strategy into scalable, mobile-first visual systems
- Deliver production-ready assets with speed, consistency, and attention to performance
- Collaborated with senior stakeholders to deliver high-visibility digital campaigns under tight timelines and evolving requirements

#### Visual Designer / Product Designer (Freelance)

— Big Timer | Aug 2014 – Aug 2021

- Designed and launched original consumer-facing digital products in collaboration with engineers
- Led rapid research → test → iterate cycles to refine UX, visuals, and product direction
- MemeChicken: Facebook Messenger meme tool with 100K+ installs in one month, featured in VentureBeat

#### HTML Ad Designer

— CBS Interactive | Mar 2017 – Dec 2018

- Designed and built HTML5 overlay banner ads across high-traffic media properties
- Worked within strict performance, brand, and ad-serving constraints
- Collaborated with ad operations teams to deliver production-ready assets at scale

### EARLIER CAREER — ART DIRECTION & DIGITAL DESIGN (2000-2014)

Senior creative roles at **Pentagram, Razorfish, DraftFCB, Tribal DDB, Carat, and Clorox**

Delivered interactive campaigns and digital experiences for global brands including Adidas, Hilton, Dockers, Peet's Coffee, Lipton, EA, Kodak, Western Union, Kingsford and Pine-sol.

**TOOLS:** Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects) · Generative AI Tools · Figma · Sketch · Celtra · Mixpanel · Google Analytics

**LANGUAGES:** English, Chinese (Cantonese and Mandarin)