



YVONNE WONG-FEIN | GRAPHIC DESIGN

Bayside Hills, New York 11364

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Enthusiastic and creative graphic designer with over 20 years experience. Strengths are in designing print collateral for sales and marketing groups in various industries. Passionate about good communication and collaborating with clients to facilitate creative problem-solving. Enjoys meeting new challenges and utilizing time-management, cost-conscious and organizational skills to ensure that work is completed within the strictest timelines and budgets.

EXPERIENCE

Double Happiness Creations, Inc.

1999-present

Freelance Creative Director | yvonnnewongdesign.com

- Provide graphic design services for various clients such as Condé Nast Corporate, Meredith Parenting Network, NewYork-Presbyterian Hospital, OTC Markets Group, New York Collaborates for Autism and Partnership for Drug-Free Kids
- Projects have included gala invitations, annual reports, journals, sales materials, marketing collateral, posters, brochures and corporate identity,

Creative Director/President | doublehappinesscreations.com

- Proprietor of couture wedding invitations and birth announcement business; prior job experience has allowed the ability to market, sell, publicize, brand and develop new products, and obtain new business opportunities
- Launch of Double Happiness Creations' e-commerce site selling company branded stationery appearing at retail stores such as Kate's Paperie and publications such as *InStyle*, *InStyle Weddings*, *New York Weddings* and *Fit Pregnancy*

Men's Health

2002-2004

Rosie Magazine

2001-2002

Ziff Davis Smart Business

2000-2001

Smithsonian Magazine

1998-2000

Promotion Art Director & Senior Graphic Designer positions, Marketing

- Designed promotional collateral from conception to completion for sales team. These included sell sheets, media kits, advertorials, special sections, invitations, mailings, presentations, newsletters and premium items
- Managed staff consisting of one senior designer; hired and trained freelance help and interns
- Managed art department's budget and negotiated with print vendors; negotiated and managed projects with vendors (printers, design studios, photographers and contract labor)

American Baby Magazine

1996-1998

Assistant Art Director, Editorial

- Designed layouts for departments and secondary features
- Art directed and hired photographers for photo shoots; edit film
- Assisted in managing production cycle of the magazine and prepared files to be shipped to printer

EDUCATION

Fashion Institute of Technology

BFA in Graphic Design | May 1994
Magna Cum Laude

Fashion Institute of Technology

AAS in Advertising Design | May 1993
Magna Cum Laude

ACTIVITIES & HONORS

Bayside Hills Civic Association

Volunteer Creative Director
"The Beacon", community newsletter

The Knot Best of Weddings

2012, 2011

SKILLS & LANGUAGES

■ InDesign CS2017 ■ Illustrator CS2017 ■ Photoshop CS2017 ■ QuarkXPress 7.5 ■ Cantonese