

Roger Wong

Creative director/Designer

Problem solver/Entrepreneur

Thought leader/Instagramer/Geek/Dad

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Profile

Roger is a seasoned award-winning creative director who began his design career in the seventh grade. For more than 20 years he has worked at agencies big and small, as well as on the client side. Currently he is Senior Director of Creative at TrueCar, where he launched and now manages an internal agency to support the needs of a fast-growing high-tech consumer brand. Previously he was at Rosetta where he was able to bring together his breadth of experience from both digital and traditional to lead a large 40-person team of creatives on the agency's biggest account—Samsung.

His client list includes Samsung, Cisco, VMware, NetApp, SanDisk, Trend Micro, AVG, eBay, Yahoo!, Facebook, Microsoft, Activision, NAMCO BANDAI Games, Sprint, Nike, Levi's, Visa, CBS, NHL, and Mitsubishi Motors.

His work has been recognized by *Communication Arts*, *OMMA*, The One Show, Clio Awards, Effie Awards, Appy Awards, and Cannes Lions.

Roger also co-developed an iPad app called DesignScene which was featured as a Staff Favorite on Apple's App Store, and lauded by the press.

Experience

Senior Director, Creative, TrueCar • Santa Monica, CA • 6/2014–Present

Manage an in-house creative agency to support the needs of a fast-growing high-tech consumer brand. My team works on ads, collateral, presentations, digital experiences, infographics, and more.

WHAT: Creative strategy and oversight, advertising, infographic design

Group Creative Director, Rosetta • El Segundo, CA • 4/2011–3/2014

Managed the creative and customer experience (CCX) team for Samsung, our agency's largest client. My 40-person team was based primarily in our Los Angeles and San Luis Obispo offices.

Previously I was in our San Francisco and San Jose offices, as the creative lead for all our Bay Area-based clients, and was also responsible for new business pitches.

WHAT: Creative strategy and oversight, new business, thought leadership, new business
WHO: Samsung, Cisco, VMware, NetApp, Marvell, Seagate, AVG, Intuit, Facebook, Netflix, Skype, eBay, JPMorgan Chase, NHL, Activision, Zynga, NAMCO BANDAI Games

Creative Director, PJA Advertising + Marketing • San Francisco, CA • 1/2010–4/2011

Co-creative lead for our San Francisco office. I was responsible for servicing current clients by leading teams in conceiving and through production. I was also a critical part of all new business pitches.

WHAT: Creative strategy, integrated advertising, social influence marketing, website design, branding, new business

WHO: Trend Micro, SanDisk, Yahoo!, Extreme Networks, Biamp Systems, Life Technologies, Mincom

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Experience *(cont'd)*

Creative Director, Razorfish • San Francisco, CA • 5/2007–1/2010

WHAT: Creative strategy, website design, digital advertising, microsites, publication design, video, environmental design, new business

WHO: CBS, Activision, Visa, Microsoft, Intel, Nortel, Tellme, Pulte Homes, Kaiser Permanente, Razorfish

Associate Creative Director, Organic • San Francisco, CA • 8/2005–4/2007

WHAT: Creative strategy, website design, digital advertising, microsites

WHO: Sprint, Mitsubishi Motors, eBay, Samsung, Reelz Channel, Washington Mutual

Contract Senior Art Director, Apple • Cupertino, CA • 4/2002–7/2004

Working in the Graphic Design Group, I designed the video loop for the Genius Bar, created an in-store interactive holiday gift guide, and designed many of the videos that played in the retail stores. I also designed templates for software products, worked on packaging for iPod, and created the opening animation for the Mac OS X 10.3 installer.

Contract Senior Art Director, Pixar Animation Studios • Emeryville, CA • 5/2001–3/2002

Redesigned and launched Pixar.com, leading a team of 3-D artists, writers and developers. As part of the marketing group, I also designed corporate collateral such as invitations, print ads, brochures, presentations, environmental graphics, and T-shirts.

Senior Art Director, marchFIRST • San Francisco, CA • 8/1999–3/2001

WHAT: Website design, digital advertising, CD-ROM, print collateral

WHO: Apple, Levi Strauss & Co., Pixar Animation Studios, Sega, 3Com, Toys "R" Us, Harley-Davidson

Education

California College of the Arts • San Francisco, CA • BFA Graphic Design, 1995

Skills

Creative direction, strategy, and oversight; new business, thought leadership; Integrated advertising campaigns, digital advertising, social media, mobile apps, corporate websites, e-commerce, branding and identity, motion graphics, video

Awards

Cannes Lions finalist, Clio Awards, The One Show, Effie Awards, Communication Arts, Appy Awards, OMMA Awards, Graphis, New York Festivals, London International Advertising Awards