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## SUMMARY

A creative, innovative and highly motivated team player who is able to work on multiple projects and keep to deadlines. A strong communicator and creative problem solver with strengths in concept development, art direction, organizational management and leadership.

## EDUCATION

- Aug. 2008 - Jan. 2012 University of Baltimore, Baltimore, MD  
Master of Fine Arts, Integrated Design
- Jan. 2006 - May 2008 University of Baltimore, Baltimore, MD  
Bachelor of Science *cum laude*, Corporate Communications
- Jul. 1991 - May 1994 Temasek Polytechnic, Singapore  
Diploma in Graphic Design

## NOTABLE ACHIEVEMENTS

### Graphis New Talent Annual 2011

Feb. 2011 Gold Award: *Four Season ad campaign*

### UCDA Design Competition

Oct. 2010 Excellence (Student-Published Work): *Morning Fix logo design*

### Creativity Awards

Oct. 2010 Silver Award: *Good Market corporate identity program campaign*  
Honorable Mention: *Four Seasons magazine ad consumer campaign*

Oct. 2009 Honorable Mention: 1. *formati logo design*; 2. *formati stationery design*

### AIGA/Flux Student Design Competition

Nov. 2010 Merit Awards: 1. *Four Seasons menu*; 2. *The Washington Post redesign*; 3. *Morning Fix logo design*

Oct. 2009 Merit Awards: 1. *formati identity design*; 2. *Twelve Angry Men poster design*

### Graphic Design USA, American Inhouse Design Awards

Apr. 2010 Award Winner: 1. *University of Baltimore Spring 2010 Guide to Student Life publication*;  
2. *University of Baltimore Student Affairs brochure*

Apr. 2009 Award Winner: *University of Baltimore Spring 2009 Guide to Student Life publication*

### Creative Quarterly

Sep. 2010 Runner Up (Graphic Design Student): 1. *Good Market identity design*; 2. *Four Seasons identity design*

Sep. 2009 Runner Up (Graphic Design Student): *Protecto Knife packaging design*

### International Design Awards

Jun. 2010 1st Place (Graphic Design Student): 1. *formati logo design*; 2. *formati stationery design*

3rd Place (Graphic Design Student): *Morning Fix logo design*

### American Design Awards

Jun. 2009 2nd Place: *Twelve Angry Men poster design*

3rd Place: *Protecto Knife packaging design*

### University of Baltimore Merit Awards

May 2008 Academic Achievement Award for B.S. Corporate Communications

### Web Marketing Association Webawards

2005 Standard of Excellence: *Nakamichi.com website design*

## PORTFOLIO

Online portfolio can be viewed at <http://www.simonfong.com>.

SIMON FONG

Graphic Designer

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## RELEVANT SKILLS

- Advance knowledge and skills in *Adobe Photoshop, Illustrator and InDesign*
- Intermediate knowledge and skills in *Adobe Dreamweaver*
- Basic knowledge and skills in video production and *Final Cut Pro, Adobe Premier and Flash*
- Possess experience in *graphic design, communications planning, project management, client servicing and running a small office*
- Some experience in *copy and editorial writing*
- Possess experience in *events planning and management*
- Able to speak and write proficiently in *English*; able to converse in *Mandarin and Cantonese*

## EMPLOYMENT HISTORY

- |                       |   |
|-----------------------|---|
| current               | Office of Support Services for Enrollment Management and Student Affairs,<br>University of Baltimore (Baltimore, MD)<br><i>Graduate Assistant for Student Communications</i> <ul style="list-style-type: none"><li>• Assist the division in the development of long and short term marketing communications strategies for various programs and services.</li><li>• Assist in the development and management of brand strategies for the division.</li><li>• Ensure that the division complies with the university's graphics standards and editorial style guide.</li><li>• Coordinate with the Office of University Relations to ensure the division's communications and brand strategies are in-sync with the university's plans.</li><li>• Provide graphic design expertise on projects assigned to the office.</li></ul>  |
| Aug. 2006 - Aug. 2010 | Henry and Ruth Blaustein Rosenberg Center for Student Involvement,<br>University of Baltimore (Baltimore, MD)<br><i>Graduate Assistant for Graphic Design</i> <ul style="list-style-type: none"><li>• Led the development of marketing communications strategies for student involvement related programs.</li><li>• Managed and executed all design and printing projects assigned from both administrative departments and student organizations.</li><li>• Managed inventory of graphic supplies, as well as preparation of monthly sales report to the Assistant Director of Operations.</li></ul>  |
| Sep. 2009 - Jun. 2010 | Kate Tallent Design (Washington, DC)<br><i>Graphic Design Intern</i> <ul style="list-style-type: none"><li>• Employed as a graphic design intern.</li><li>• Assist in the design and execution of projects assigned by the principal of the agency.</li></ul>   |
| Dec. 2000 - Jan. 2006 | eadc (Singapore)<br><i>Director (2003 - 2005); Partner and Senior Designer for Print (2000 - 2002)</i> <ul style="list-style-type: none"><li>• Founded eadc, a boutique graphic design agency based in Singapore.</li><li>• Held the position of senior designer for print communications, with expertise on print and logo design from 2000 to 2002. Have also participated as designer for various web site design projects.</li><li>• Took over entire agency in 2003 and assumed both accounts and creative directorships.</li><li>• Managed business development, client servicing and operations, on top of being the creative director for lead projects.</li></ul>  |
| 2002 - 2007           | WOMAD Projects Singapore Pte. Ltd. (Singapore)<br><i>Freelance Operations Manager</i> <ul style="list-style-type: none"><li>• Contracted as the operations manager for the annual world music festival WOMAD (World of Music, Arts and Dance) held at Fort Canning Park, Singapore.</li><li>• Carried out operations planning and execution in areas of logistics, manpower, security and medical emergencies.</li><li>• Duties also include managing contingencies, incidences and unusual requests that does not fall into any departments' purview.</li><li>• During the second year with the festival (2003), I wrote the security, emergency, evacuation, and contingency manual that has become <i>modus operandi</i> for the festival.</li><li>• Contracted to work as a site manager for the first WOMAD festival held in Colombo, Sri Lanka in September 2005.</li></ul> |



Jul. 1994 - Nov. 2000

Singapore Armed Forces (Singapore)

*Army Officer (Signals)*

- Trained in military communications planning and execution. Have also been trained in military intelligence, human resource and logistics management.
- Have held positions as company second-in-command at a brigade signals company, platoon commander of a signals platoon, and manpower officer at a signals battalion.

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## COMMUNITY SERVICE

May 2006 - Jun. 2008

Student Events Board, University of Baltimore (Baltimore, MD)

*President (Jul. 2007 - Jun. 2008); Vice President (May 2006 - Jun. 2007)*

- Led one of the most active and prominent student organization on campus with an annual budget of approximately \$78,000.00.
- Instituted strategies for improving visibility with new branding campaign, better publicity execution and distribution, increased membership, enhanced programming and increased cosponsorship efforts with other campus organizations and student organizations.
- Improved productivity and accountability through structural reorganization of the organization.